

Southern HARDWARE

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In this issue: New Orleans Convention Report, Pg. 34

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Southern Dealers are finding this THE FINEST PROFESSIONAL CUTLERY VALUE ever offered to the public.

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| 3 each 7" Butcher | 3 each 5" Steak |
| 3 each 8" Slicer | 3 each 4" Utility |
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This line is selling so fast that there has not been time to stock all our distributors. If your jobber is not listed, ask him about H-900. He will be glad to order for you.

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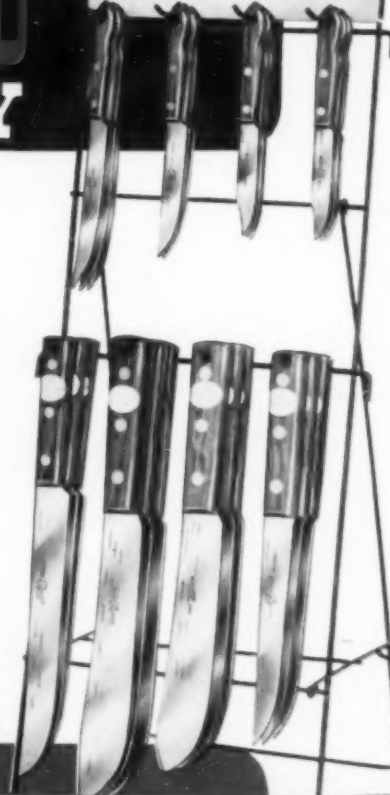
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BULGE SHARP EDGE

Why Not Try Two Each At These

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in Murray's revolutionary
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including this stylish model
with coaster brake



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3-wheelers like this Fire Patrol

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Nashville 4, Tennessee

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under one roof in our new plant
at Lawrenceburg, Tennessee*



18 VELOCIPEDES

in all sizes and price ranges
up to this Super DeLuxe Zephyr
with twin Z frame





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is a profit angle

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Keeps Liquids Pure
Round Inside Bottom
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Handles
Corrugated
For Extra Strength



Rugged Construction
Withstands Hard Use

18% Better Insulating
Qualities Because There's
No Metal-to-Metal Contact

Dripless
Recessed Spigot
Won't Break Off



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Volume 127

Number 5

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to your customers!

That's why it pays to
stock, display and push the
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sales
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PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

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Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 127 May, 1958 No. 5

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MODEL K-280-B
OSCILLATING SANDER

So many outstanding features . . .
so low priced . . .

**OUTSELLS ALL OTHER
POWER SANDERS 2 TO 1!**

- ★ Powerful 2 amp. AC/DC universal air-cooled motor!
- ★ Perfect sanding speed—3500 oscillations per minute!
- ★ Extended front for easy "leather edging" and corner sanding!
- ★ 7¼" x 3¾" oil-grease resistant platen with over 25 square inches of sanding surface!
- ★ Patented non-slip locking knurled rollers hold abrasive sheets tight!
- ★ Lightweight, easy to handle—weighs only 4¼ pounds!
- ★ Finger-indented hand grip and auxiliary knob for precision control!
- ★ Uses ⅓ standard sheet of abrasive paper!
- ★ Complete with 9 abrasive sheets and lamb's wool polishing bonnet!

Here, at last is a power sander that will really make money for you! A compact, well designed sander with *more selling features . . . for less money!* Compare the new Shopmate—feature for feature—with others at even double its price . . . and you'll see why it's outselling all others by more than 2-to-1! Outstanding features include: power-packed 2 amp. 115 volt universal AC/DC air-cooled motor, special oil-grease resistant sealed-cell platen with 3/16" orbital motion, over 25 square inches of sanding surface, push-button switch, tough silver luster finish.

Big space ads in leading consumer publications like *Saturday Evening Post*, *Popular Science* and *Popular Mechanics* are introducing this exceptional new sander to your customers. Get all the profit-making facts today!

EVEN THE REGULAR PRICE
LOOKS LIKE A SPECIAL . . .

\$24.95
SUGGESTED
RETAIL



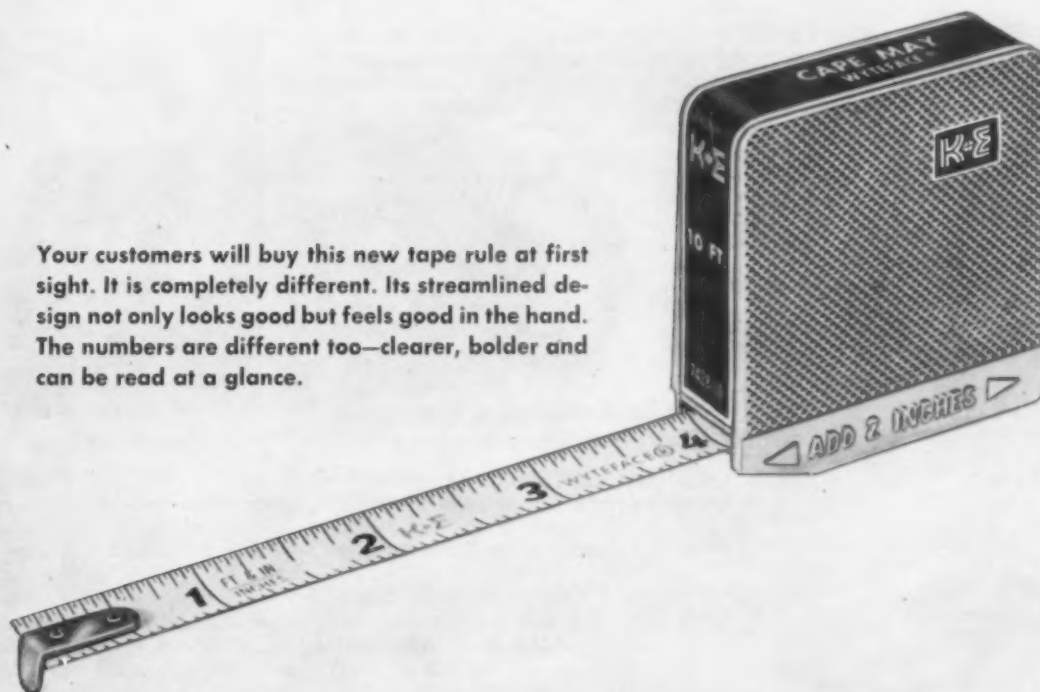
PORTABLE ELECTRIC TOOLS, INC.
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BUSINESS TRENDS

- ▶ **Business Picture**—Recession is now an accepted fact, but the results are spotty. Some areas--notably centers of automotive and metals industries--are hard hit, others only mildly so. Most economists agree that business will turn up in near future, but disagree on exact timing. Some expected an increase with the approach of Spring months; others look for a mid-year pickup. Best bet: recovery in the Fall. Foundations for recovery already being laid. Business has been living off inventories which must eventually be replenished. Consumers have cut their spending about 3 billion dollars. This is expected to pick up. Government at all levels will pump more money into the economy. The result: recession will ebb; economy will continue to grow, but to the accompaniment of more inflation. To date unemployment in the South is moderate in most major centers.
- ▶ **Retail Sales**—Easter sales were somewhat below a year ago, but not drastically. In the pre-Easter week, Dun & Bradstreet reports that sales in the South ranged anywhere from 5% less to 4% more than in the 1957 period. For the month of February--plagued by bad weather countrywide--the Department of Commerce states that sales by automotive dealers, dealers in the furniture and appliance fields, and those in the building materials and hardware category were down 14, 11, and 9% respectively from 1957.
- ▶ **Personal Income**—In February, personal income on an annual basis totaled 341.8 billion dollars, off 1.8 billion from January and 5.5 from the high of last August.
- ▶ **Construction**—New legislation extending the GI housing program for another two years and requiring only 3% down payment on FHA approved houses in the up-to-\$13,500 range is expected to give construction activity a new--if not immediate--boost. Total outlays for new construction in February totaled 3,958 billion dollars, 2½% above a year earlier.
- ▶ **Consumer Credit**—Consumers' installment debt fell a bit more than seasonally in February. The Federal Reserve Board attributes most of this decrease to lower sales of automobiles and consumer durable goods. The February decline amounted to \$435 compared with a drop of \$166 million during the same month of 1957.
- ▶ **Farm Income**—In the first two months of 1958 farmers received about 4.8 billion dollars from marketings, 4% more than in the same period last year. Prices averaged nearly 6% higher, and marketings were smaller.

Announcing the All-New Streamlined Steel Tape Rule the **K-Σ** CAPE MAY Wyteface®

Your customers will buy this new tape rule at first sight. It is completely different. Its streamlined design not only looks good but feels good in the hand. The numbers are different too—clearer, bolder and can be read at a glance.



- Graduations on one edge: in feet, inches and 16ths: first 6 inches to 32nds; foot numbers at every inch.

- Graduations on other edge: continuous inches, to 16ths.

- Stud marks every 16 inches.

TAPES COMPLETE

		Each	Wt. per half doz.
6 feet	7428-6 (½ inch blade)	\$1.10	1 lb. 13 oz.
8 feet	7428-8 "	1.35	2 lbs.
10 feet	7428-10 "	1.65	2 lbs. 3 oz.
12 feet	7428-12 "	1.98	2 lbs. 6 oz.
10 feet	7429-10 (¾ inch blade)	2.49	3 lbs. 1 oz.
12 feet	7429-12 "	2.98	3 lbs. 6 oz.

COLORFUL COMPACT DISPLAY CARD

Each tape is mounted on individual "blister" card, 3¼" by 4½", enabling your customers to pull out blade and examine it. For display: (1) on pegboards or (2) in counter trays.

K-Σ KEUFFEL & ESSER CO. Hoboken, N. J.

INDUSTRY NEWS

Lawn-Boy Names Rep for Texas-Oklahoma Area

LOUIS A. BURTNER, of Sand Springs, Okla., has been appointed sales representative for the Lawn-Boy rotary power mower division of Outboard Marine Corp., according to an announcement by Robert E. Schuler, Lawn-Boy sales manager.



Louis A. Burtner

Burtner, who was sales representative for Mueller Climatrol for 11 years before joining Lawn-Boy, will cover the Texas and Oklahoma sales area under the supervision of William Haverty, Lawn-Boy eastern regional sales manager.

A native of Rockwall, Texas, Burtner was graduated from Oklahoma University.

NHMA to Hold 29th Exhibit July 7-11

UNDER THE BANNER, "Summer Gateway to the Multi-Billion Dollar Housewares Market," the National Housewares Manufacturers Association will hold its 29th National Housewares Exhibit July 7-11 in the Atlantic City Auditorium.

Advance registration cards will be mailed to almost 11,000 buyers, merchandise managers, and other top buying personnel about May 1, according to Dolph Zapfel, NHMA secretary, who predicted total attendance at the exhibit of approximately 25,000.

Requests for hotel reservations should be sent directly to Housing Secretary, 16 Central Pier, Atlantic City, N. J.

Gates Rubber Co. Names Merchandising Manager

DAVID A. TAYLOR, JR., recently was named merchandising manager of the automotive and hardware sales divisions of the Gates Rubber Co.

Taylor, a native of Washington, D. C. and a 1948 graduate of the University of Missouri's School of Journalism, is on his second tour



David A. Taylor, Jr.

of duty with Gates. He was in the advertising department from 1948 to 1954 when he left to join a Chicago advertising agency. After a year there he became sales manager of the Estwing Manufacturing Co., Rockford, Ill., where he stayed until his return to Denver last fall.

Loyd B. Chappell of Southern Hardware

LOYD B. CHAPPELL, of Loyd B. Chappell & Associates, died at his home in Beverly Hills, California, March 14th after a short illness. Loyd and his organization have represented SOUTHERN HARDWARE and the other W. R. C. Smith publications on the West Coast since 1924.

He had a host of friends in advertising and marketing circles who will be saddened by his passing.

His conscientious and loyal efforts have been an important factor in building an appreciation of Southern markets among manufacturers and advertising agencies in the Western territory. He contributed substantially to the success and progress of the Smith publications.



For the more than thirty-three years that Loyd was our associate and friend, we are profoundly grateful.

W. J. Rooke
Chairman of Board
W. R. C. Smith Publishing Co.

polyethylene UTILITY ROPE



Article 597

IT FLOATS!

BRIGHT YELLOW twisted polyethylene rope, $\frac{3}{4}$ " in diameter, 75 ft. hank; labeled and wrapped in pliofilm bag. Tested breaking strength is 1,000 lbs.

MIKE UTILITY ROPE is water, stretch, acid and rot resistant . . . and it floats! Ideal for such uses as:

- Water Ski Rope
- Safety Lines
- Anchor Lines
- Tent Guy Lines, etc.

Put your confidence in
the **QUALITY LINE...**

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cord
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines

Starter Rope
Jump Rope
Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C.; Van Nuys, Calif.; Marietta, Minnesota; Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

Cleveland Mills Company

ESTABLISHED 1873

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

SOUTHERN HARDWARE for May, 1958

For more information use Handy Return Card, Page 65

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Briggs Joins Executive Staff, Johnston Division

O. T. JACOBSEN, president of Jacobsen Manufacturing Co., Racine, Wis., and its subsidiary, the Johnston Lawn Mower Corp., Brookhaven, Miss., announces the appointment of Samuel O. Briggs as executive vice-president and director of marketing for the Johnston Division.



Samuel O. Briggs

While for the past year, Briggs has been manager of lawn mowers for the Sunbeam Corp., Chicago, his experience in the lawn mower field began as assistant sales manager of the Ideal Power Lawn Mower Co., Lansing, Mich., in 1928. Later he was with the Lawn Mower Division of Reo Motors, Inc., Lansing, and served in an executive capacity. When the company was sold to Motor Wheel Corp., he was made general manager of the Reo Lawn Mower Division and subsequently vice-president-sales of the Appliance Division.

Briggs was also one of the organizers and former president of the Lawn Mower Institute, Inc., Washington, D. C.

Leo E. Oberdick will remain as vice-president and plant manager, and Elmo Andersen will remain as sales manager, Jacobsen reported.

Western Tool Buys Champion Motors

WESTERN TOOL & Stamping Co. has purchased Champion Motors of Minneapolis, it was announced recently. Champion Motors is the

second oldest outboard motor manufacturer in the industry and will be operated as a division of Western Tool.

Appointments Announced by Black Hardware Co.

H. H. "HOPPY" HADEN recently was named general sales manager for Black Hardware Co., wholesale organization of Galveston, Texas. He has been associated with the company for approximately seven years.

President Harry G. Black also announced the appointment of Antone Scofelia as manager of the steel and wire products department.

New Clarke Representative to Headquarter in Miami

CLARKE SANDING Machine Co., Muskegon, Mich., announces the appointment of John V. Bracey as divisional sales manager of the recently created sales division which includes the southern half of Florida. For the past several years he has been connected with the company as a sales representative in California and Texas.



John V. Bracey

Bracey will headquarter at Miami, Florida, where Clarke maintains an authorized sales and service branch at 4507 N. W. 17th Ave.

President of Watts Hardware Co. Dies

B. V. CHRISTIE, president of Watts Hardware Co., wholesale organization, San Antonio, Texas, passed away March 8. Funeral services were held March 10 in Houston.

Georgia-Florida Officers



Members of the Georgia-Florida Retail Hardware Associations met in Jacksonville recently for their annual convention. New officers and directors elected to head the groups are as follows: Florida, left to right, seated: J. F. Proctor, Jacksonville Beach; L. M. George, Miami; M. F. Stuck, New Smyrna; and Charles Hartley, St. Cloud, all directors; Paul Franklin, Ft. Myers, vice-president; and T. R. Hodges, Monticello, president. Georgia, left to right, standing: W. W. Howell, executive manager, Waycross; E. D. Pennington, Lafayette, director; Virgil Pass, Washington, vice-president; and Clarence Johnson, Albany, president. Other officers not present for picture are Robert McCann, Ft. Lauderdale, Fla., chairman, advisory committee; W. T. Avery, Macon, Ga., director; E. R. Bates, Atlanta, director; Dale Greene, Columbus, Ga., director; and C. C. Giddens, Jr., Adel, Ga., chairman, advisory committee.

*Put this one
out front
because it's*

TODAY'S BIGGEST VALUE



Only
\$2⁹⁵

in a Quality-Built Sprayer!

A MONEY-MAKER FOR DEALERS, TOO!

You will profit with this red-hot item that many dealers are featuring to cash in on the BIG VOLUME liquid fertilizer market.

Built with that sturdy "Hayes look" that means quality *all the way through*. Yet priced as low as the lowest-priced competitive sprayer.

Designed to handle all types of liquid fertilizers, including semi-soluble Fertilizers, Soil Chemicals and heavy viscous materials. Large orifices—non-clogging.

Mixes materials thoroughly and provides rapid, uniform distribution. 1 to 40 ratio. Quart jar sprays 10 gallons.

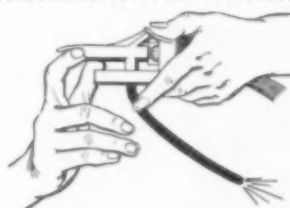
Order today from your jobber

Hayes Spray Gun Company

World's Largest Manufacturer of Garden Hose Sprayers

98 North San Gabriel Boulevard, Pasadena, California

Since 1934



All Hayes guns have the SELF-CLEANING FEATURE (while gun is in operation). Means many years of trouble-free service. Many Hayes sprayers have been in continuous use for 19 years or longer and are still giving satisfactory service.



NOW—there's a brighter look to

PROOF COIL AND BBB CHAIN

LUMINATED

...and Hodell chains have it!

Here's a brand-new merchandising feature in those old reliables: Proof Coil and BBB Coil chain— $\frac{3}{16}$, $\frac{1}{4}$, $\frac{5}{16}$ and $\frac{3}{8}$ inch—made by Hodell.

It's the lustrous LUMINATED look that gives you cleaner, more attractive chain to display and sell.

So clean, your women customers *could* handle this chain without smudging their white gloves . . . you *can* handle it without soiling hands or clothing.

Here's why: LUMINATED finish is a clean, metallic coating with a soft satin sheen and a uniform depth that closes up the metal pores. It is durable, protective, and effectively rust-resistant under most average conditions.

And LUMINATED luster has eye-appeal . . . gives these chains big decorative appeal for uses where good appearance is desirable, with no need for painting. At the same time, its appearance isn't out of place in even the most practical applications.

LUMINATED Proof Coil and BBB Coil chain are now available in handy 50-foot cartons, Hodell Paillettes (75- to 250-foot lengths, according to chain size), or standard 600-lb. barrels.

MORE PROFIT-SAVING FEATURES:

- Chain's *premeasured*: length marks every 10 feet save measuring time.
- Chain's *positively identified*: colored, printed plastic bands every 10 feet prevent stock-handling errors.
- Chain's *end-tagged*: color-coded tag locates end of chain immediately, keeps it always in sight. Handy, too, for recording chain footage withdrawn.

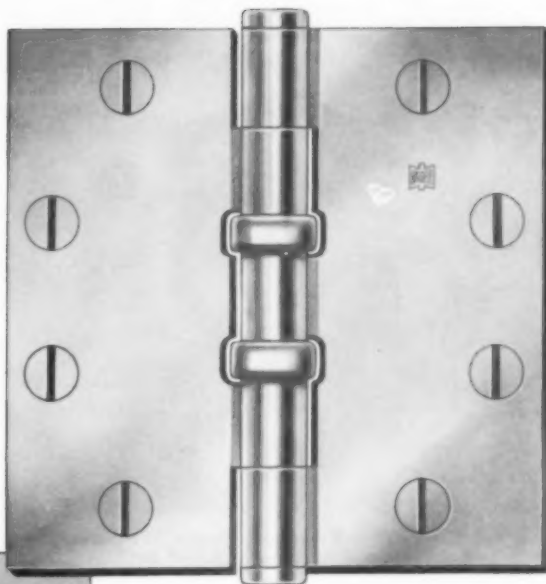
Call or write your distributor

HODELL CHAIN COMPANY

Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.





Available
on Brass
or Steel Butts—
... specify LS

conqueror



of all challengers!

THE ORIGINAL
Luma-Sheen FINISH
T M REG.
BY HAGER

STANDARD BEARER TO THE HINGE INDUSTRY!

Since 1954, when Hager first introduced *Permanized LUMA-SHEEN Finish*—the original and first true aluminum colored finish—it's become the most widely acclaimed finish of the door hardware industry!

Other manufacturers have tried desperately to duplicate and imitate the superb excellence of LUMA-SHEEN. When they compromised quality... they failed!

TRUE TO ITS PURPOSE.... LUMA-SHEEN Finish—first of the industry—today is still first in the industry, after four long years! Specifiers, Consultants and Builders recognize that *permanized LUMA-SHEEN* has a can't-be-copied Hager craftsmanship that *out-performs and out-matches* them all!

PROOF OF INTEGRITY AND ENDURANCE!

1954—The Industry's first and finest! LUMA-SHEEN Finish—the only electrolytically-coated True Aluminum Color that matched other aluminum door hardware and trim.

1958—Proved by installation in practically every conceivable situation! LUMA-SHEEN remains the only finish that retains original soft lustrous beauty... resists and withstands corrosion.

When you want it to stand up to the
test of time—specify Hager LUMA-SHEEN
(symbol LS) on that next job.

C. HAGER & SONS HINGE MFG. CO., ST. LOUIS 4, MO.



©1958



Company's home in the beginning, 1883, was only a small brick building



First 20 years' growth is evidenced in the above 1903 photograph. Facilities now had been enlarged to include three small buildings at the same location

Allen & Jemison Co. Celebrates 75th Year of Operation

"ON THE MORNING of March 17, 1883, a meeting was held at the office of W. C. Jemison at Tuscaloosa at which were present the following named persons: M. P. Jemison, John Snow, Robert Jemison, T. B. Allen, and W. C. Jemison."

Taken from the minutes of the first meeting of the founders, a glimpse is given of the birth of the Allen & Jemison Co., hardware wholesalers in Tuscaloosa, which this year celebrates its 75th anniversary.

Under the corporate name of Allen & Jemison Warehouse Co., the firm was organized "for the purpose of engaging in the business of storing cotton and other articles of commerce and trade, and in the business of selling and buying and trading in lumber, wood, coal, brick and in all building material, and any other business or industry that we may from time to time see fit to add thereto or engage in, the said company to be composed of J. Snow & Company (John Snow and Robert Jemison), Thomas B. Allen, Mims P. Jemison and Wm. C. Jemison, the capital of said company, \$4000.00, divided into 40 shares of \$100.00 each."

The company started operation in 1883 in a single small brick building on Seventh St. and Greensboro Ave. In time this was enlarged to include three small

buildings at the same location. In 1903 it was voted to erect the present four-storied building on the corner of Greensboro Ave. and Seventh St. In 1911 the company added a two-story warehouse behind the main building, giving a total of 96,000 square feet of floor space. This together with adequate railroad track provides impressive service facilities.

The first officers of the company were elected on March 24, 1883. William C. Jemison was elected president; Thomas B. Allen, vice-president; and Mims Penn Jemison, secretary, treasurer, and general manager.

Name Changed

In March 1892, the board voted to change the name from Allen & Jemison Warehouse Co. to the Allen & Jemison Co. A year later, the following officers were elected: Thomas B. Allen, president; Robert Jemison, vice-president; Mims P. Jemison, secretary, treasurer, and general manager.

There are seven persons currently employed by the company who began prior to 1920 and who have served continuously over that period. M. Torrey Jemison, vice-president, was employed by the firm in 1915, but worked on his first job as water boy for the construction crew when the present four-storied building was erected in 1903. T. C.

Albright, vice-president, employed since September 1910 started as a deliveryman for the company, driving an old-fashioned long-bodied buggy to make deliveries to customers in the town and also out in the country. E. B. Collins, present secretary, began in September 1913; G. C. Turner, in charge of farm implements, 1919; and J. C. Turner in charge of the electrical department, began in 1913. Women boasting long service records are Miss Helen Rich, who has been with the company since May 1918, and Miss Hattie B. Newton, who came to work in June 1913.

Attributing a large measure of its success to its loyal employees, the history of the company would not be complete without tribute to the late A. C. Cade, Sr. whose 68 years of service are described as invaluable to the company's growth and development. After completing the seventh grade, at the age of 12 he went to work for his first and only employer, Allen & Jemison. His first duties were to open the store about six a.m., clean up floor and stock, build fires in winter, run errands, etc. At his death on December 30, 1955, he was president and treasurer of the firm, a position he had held since July 1930.

Today the company is under the able leadership of his son, A. C. Cade, Jr. who was elected president in January 1956. He had begun as an order clerk 30 years before. The president has two sons, John Cade and A. C. Cade III, who is the third generation Cade to be associated with Allen & Jemison.

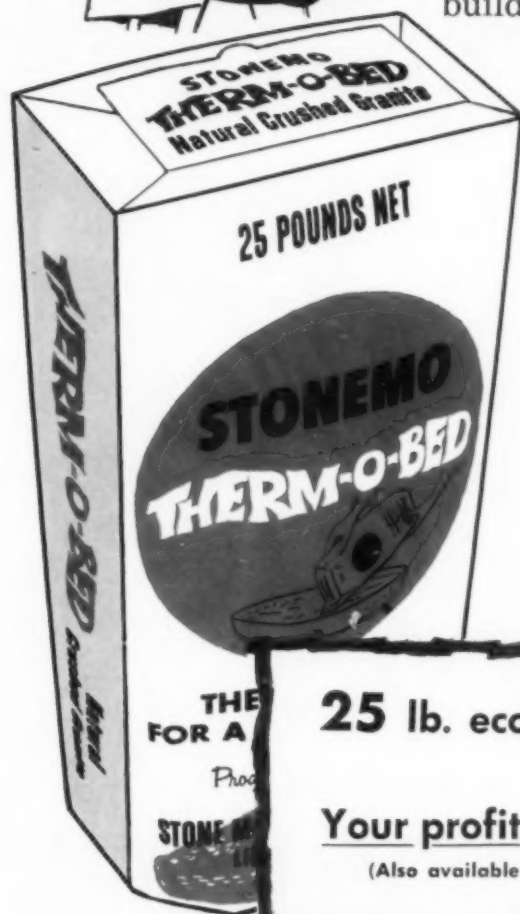


Build a fire under your barbecue business
with **NEW**

THERM-O-BED

CRUSHED GRANITE CHIPS

builds a better bed for charcoal fires



- ★ holds heat — better fuel efficiency
- ★ insulates and protects firebox
- ★ directs and reflects heat for faster, even cooking
- ★ helps prevent "flame-ups" for added safety
- ★ makes clean-ups simple

THE
FOR A
Prod

25 lb. economy size sells retail for 79¢

Your profit, Mr. Dealer, a cool

(Also available in handy carry-home carton.)

32¢
PER BAG

Sell Therm-O-Bed with every barbecue grill. Display it with charcoal, starter fluid, electric spits, accessories.

GET FREE Dealer Helps — newspaper mats, color folders, sales manual, point of purchase signs, bag displays.

Stock and Sell Therm-O-Bed

Ask your jobber to send you Therm-O-Bed, or wire collect for name of nearest distributor:

Everett Davidson, Sales Manager • Granite Products Division

Stone Mountain Grit Company, Lithonia, Georgia

SOUTHERN HARDWARE for May, 1958

For more information use Handy Return Card, Page 65

13

Executive Appointment Announced by Cosco

A NEWLY appointed Cosco executive is announced by Clarence O. Hamilton, executive vice-president, Hamilton Manufacturing



Thomas R. Henderson

Corp., Columbus, Ind. Thomas R. Henderson has been appointed to the company's board of directors and named vice-president in charge of sales.

Henderson joined the company's sales department in 1946 and was promoted to general sales manager early this year.

Yale & Towne Appoints Territory Salesmen

APPOINTMENTS within the field sales force of the Yale Lock and Hardware Division of The Yale & Towne Manufacturing Co. are announced by James D. Young, general sales manager of the Division. New territory salesmen include Thomas J. Knox, Southeastern region; Richard V. Oehmsen, West Central region; and Paul C. Pope, Southeastern region.

Knox has been in Yale's sales organization for several years, serving principally in Florida. His new territory encompasses Tennessee, northern Mississippi, and eastern Arkansas, with headquarters in Nashville.

Oehmsen will move into a ter-

ritory that includes Oklahoma, northwest Arkansas, and southwest Missouri. He will make his headquarters in Tulsa.

Pope will be territory salesman in central and eastern Kentucky and will headquarter in Louisville.

Devcon Adopts Net Pricing on Distributor Schedules

DEVCON CORP., Danvers, Mass., has adopted net pricing on all of its distributor price schedules, company officials have announced. This is in keeping with the recommendations made by the National Industrial Distributors' Association, and the National Wholesale Hardware Association. Like these organizations, Devcon believes that the new price lists will save the distributor valuable time and lessen the possibility of error.

Devcon Corp. is a member of both the American Supply & Machinery Manufacturers' Association, and the American Hardware Manufacturers' Association.

Special Products Co. Names General Manager

L. O. MORIN, JR., executive vice-president, Special Products Co., Chattanooga, Tenn., announces the recent appointment of W. B. Hamilton, Jr. as general manager.

Prior to his appointment, Hamilton served as controller for many years and is a graduate of Vanderbilt University, also a certified public accountant.

Fitler Appoints Greene Assistant Sales Manager

THE APPOINTMENT of James J. Greene as assistant sales manager, the Edwin H. Fitler Co., is announced by Henry Hamscher, Jr., vice-president. Greene will be located in the Philadelphia office.



James J. Greene

His previous experience includes sales activity with the Columbian Rope Co., Auburn, N. Y.

West Virginia Association Officers



At the recent annual meeting of the West Virginia Hardware Association, the following new officers were elected: left to right, president, Kenneth O. Phillips, Buchanan; first vice-president, Robert O. Conant, Sistersville; and second vice-president, Howard W. Boltz, Jr., Martinsburg

NOW A COMPLETE FAMILY OF *Coral King*®



Casting, monofilament,
surf-squidding, floating fly line,
leader material

Each Coral King line* tells an instant story of quality plus eye-appealing, SALES-CATCHING color. Discover for yourself how its unique color invites inquiries...makes impulse sales...builds up premium profits in your cash register! Stock the Coral King lines that fit your customers' favorite fishing—but when you order, keep in mind they'll be back for more!

sunset *fishing* **lines**
Petaluma • Calif.  Florence • Ala.

* The original coral-colored lines
fish can't see!



© 1958 Sunset Line and Twine Co.

SOUTHERN HARDWARE for May, 1958

For more information use Handy Return Card, Page 65

15

New Hamilton Beach Rep Headquarters in Atlanta

A. C. MOSELEY has been named territorial representative by Hamilton Beach Co., Division Scovill



A. C. Moseley

Manufacturing Co., for Georgia and southeastern Tennessee. Moseley's headquarters are in Atlanta, Ga.

Moore Push-Pin's New Rep to Headquarter in Texas

THE MOORE PUSH-PIN Co., Philadelphia, Pa., has appointed Charles C. McDaniel as representative in Texas, Louisiana, Oklahoma, and Arkansas.



Charles C. McDaniel

McDaniel, who makes his headquarters at 4909 Overton Ave., Fort Worth, Texas, is secretary-treasur-

er in the 9th District of the Texas Travelers Club, an office he has held since 1951.

Fulton Bag Appoints Advertising Manager

CLARENCE E. ELSAS, president, Fulton Bag & Cotton Mills, Atlanta, Ga., announces the appointment of Meno Schoenbach as advertising and sales promotion manager, with headquarters in Atlanta. Schoenbach also will be responsible for the company's public relations program.

AFTM Officials Report on July Trade Show

THE ASSOCIATED Fishing Tackle Manufacturers, owners and operators of the AFTM Fishing Tackle Trade Show to be held at Chicago's Sherman Hotel, July 27-30, report that 106 regular and associate member companies had been assigned a total of 151 booths in the show as of March 20.

Sharp-Horsey Names Rep for Southwest Georgia

T. FRANK CALLAWAY III, of Atlanta, Ga., has been appointed sales representative in the Southwest

Georgia territory by Sharp-Horsey Hardware Co., wholesalers with headquarters in Atlanta.

He started as an order clerk and has advanced to his present position.



T. Frank Callaway III

Callaway was graduated from Southwest High School in Atlanta and attended Georgia State College of Business Administration there. He is now located in Albany, Ga.

Callaway's father, T. Frank Callaway II, who at one time covered the same territory, is now sales manager, having served with the company for 28 years.

Screen Manufacturers Elect Officers



The Screen Manufacturers Association held its annual meeting recently in Atlanta, Ga. Officers elected were as follows, left to right: George M. Schlosser, secretary and treasurer; Fred J. Sliney, immediate past president; Frank Mason, president; and Eugene Katz, vice-president. Next membership meeting of the Association will be held at Shawnee-on-the-Delaware, Pa., September 21-24, 1958

#2232 2-qt. Regency Kettle:
\$8.95. Modern in design.
Solid copper.



#2220 2-qt. Kettle: \$6.95.
Solid copper.
Colonial styling.



#2901 2-1/3-qt. Whistler:
\$5.95. Solid copper.
Smart silhouette.
Popular styling.

Get set for a BIG TEA KETTLE MONTH with new solid copper REVERE WARE!

Iced tea and coffee time's a-coming! For May's the *big* month for tea kettle sales! What better time to promote Revere Ware tea kettles? Make them the shining center of your department.

FEATURE the new solid copper Revere Ware Tea Kettles! Especially the new Regency Kettle. There's a whale of a sales story in Revere's Tea Kettle line. Easy cleaning, easy filling and easy pouring. Cool knobs and handles. And Revere Ware Solid Copper Tea Kettles are decorative as well as functional.

FREE DISPLAY OFFER. Place an order for 12 Revere Tea Kettles, any assortment, and qualify for the complete No. 500 Flashing Tea Kettle Display, packaged and mailed to your store. Offer expires May 31.

Make your selection from the three tea kettles above and the following:

- #2250 2-qt. Penthouse Whistler—Stainless Steel Copper Bottom—\$3.95
- #2701 2-1/3-qt. Whistler—Stainless Steel Copper Bottom—\$4.95
- #3501C 3-qt. Whistler—Stainless Steel Copper Bottom—\$5.95
- #882 2-qt. Kettle—Stainless Steel Copper Bottom—\$5.95
- #883 3-qt. Kettle—Stainless Steel Copper Bottom—\$6.95
- #885 5-qt. Kettle—Stainless Steel Copper Bottom—\$8.95
- #4620 2-qt. Whistler—all Stainless Steel—Patriot Ware—\$4.95

Prices shown above are recommended by the manufacturer.

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division

Rome, New York • Clinton, Illinois • Riverside, California

FREE—TEA KETTLE DISPLAY



This bright six-color display features five Revere Tea Kettles. With it come 100 counter leaflets . . . price stickers with self-adhesive backing . . . two colorful window streamers.



"Gambles" advertising— sales promotion—display program really gets results for dealers!"

Says Roy Messmer
Bowman, No. Dak.

YOU GET THE ADVANTAGE of professionally-prepared sales helps when you become a Gambles dealer. A complete program of local and national advertising, sales promotion aids and store displays is available.

Besides powerful mass-media advertising, the program offers direct mail pieces, catalogues, circulars, newspaper mats, store banners, shelf talkers, price markers, wire hangers . . . all the materials you need for attracting and selling customers—*plus* completely organized sales promotion plans to make these materials work their hardest for you! An easy to follow Sales and

Profit Planner leaves you extra hours to spend with your customers.

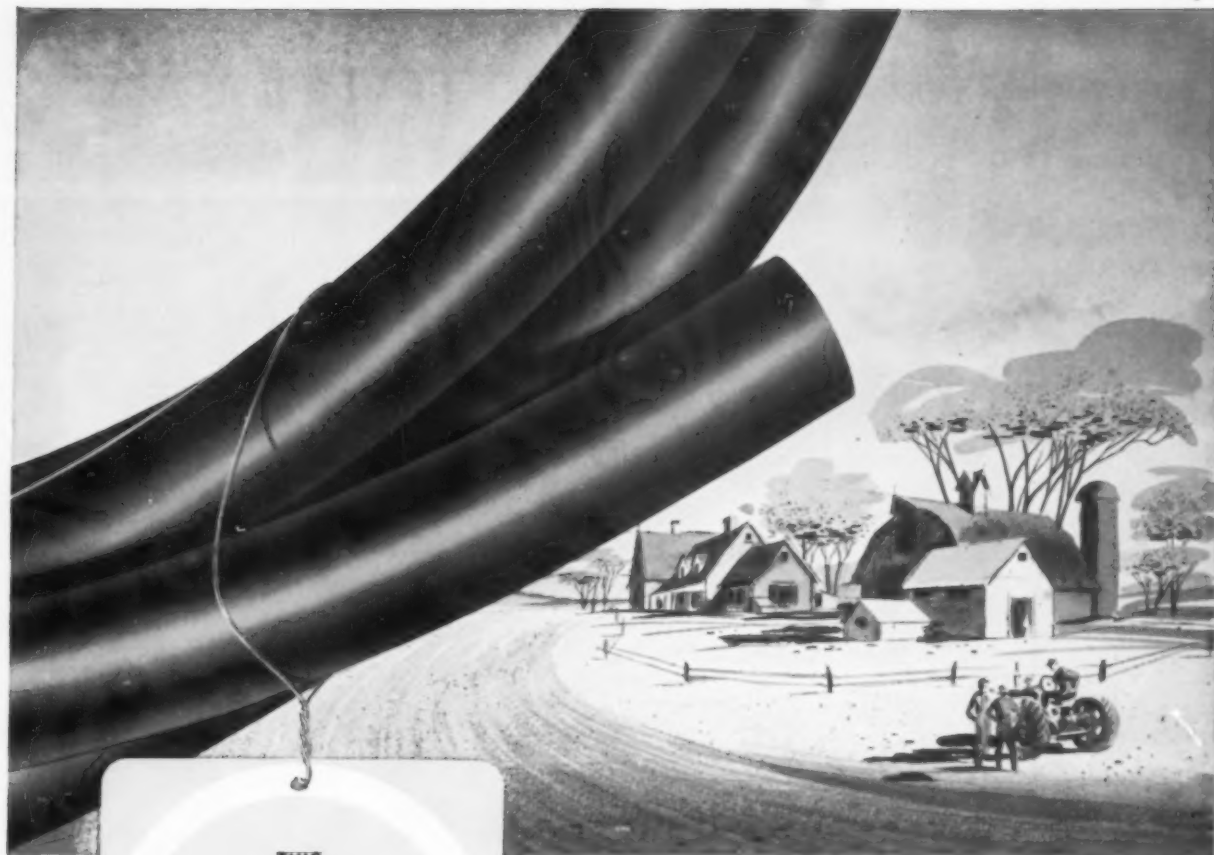
You'll also like Gambles efficient warehousing; "supermarket" ordering (pre-paid delivery to you); value-packed merchandise; proven accounting services; effective store planning.



TAKE THE FIRST STEP now toward a bright future as a Gambles dealer. Send for this free booklet, "Planned Success," outlining the most successful dealer-assistance plan in the entire retailing industry. No obligation, of course. *Just write Dept. 58, Gamble-Skogmo, Inc., 15 North 8th Street, Minneapolis 3, Minn.*



DEALERS MAKE MORE MONEY



THIS
LONG-LASTING, FLEXIBLE

PIPE IS MADE OF

TENITE
POLYETHYLENE
an Eastman plastic

Tenite Polyethylene is the brand name of a high quality polyethylene marketed by EASTMAN Chemical Products, Inc., a subsidiary of EASTMAN KODAK COMPANY. Its performance and resistance to all types of deterioration are outstanding.

Easy to install • Never Corrodes • Requires no Threading
Light in Weight • Assures High Flow • Unaffected by Freezing

**Durable plastic pipe
carries a tag like this**

TENITE
POLYETHYLENE
an Eastman plastic

This tag identifies pipe made of Tenite Polyethylene. It assures your customers a tough, durable pipe that's ideal for carrying water for drinking, irrigation, animal watering, lawn sprinkling systems—or wherever cold water must be brought from one location to another.

Farmers and homeowners like the many advantages of pipe made of Tenite Polyethylene. It's light in weight, and hence easy to carry. It's flexible, can be curved around obstacles, and therefore requires fewer angle fittings. Since it's available in rolls, long coupling-free runs are possible. Where shorter lengths are desired, it can be cut with a knife and quickly joined with simple compression fittings. What's more, pipe made of Tenite Polyethylene resists weathering, corrosion and electrolytic attack, assuring long years of trouble-free service.

Tenite Polyethylene plastic is made by Eastman and supplied to extruders who produce the actual pipe. Eastman advertising is helping to tell your customers about Tenite Polyethylene pipe and the tag that identifies it. Be sure you stock this pipe and display the tag. For a list of extruders, as well as additional information about pipe made of Tenite Polyethylene, write: EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGSPORT, TENNESSEE.

5

profit-making reasons



why more dealers are selling **CAMPBELL CHAIN**

1 SELF-SERVICE DISPLAY MERCHANDISERS

"Blue Temper" Merchandiser—two-way display for counter or aisle. Complete welded chain department in one square foot of space. Attractive Reel Display Unit. Bins for accessories at top. Chain cutter attached. Broad variety of assortments available. Cam-Pails—footage pack—all-steel, water-resistant, clearly marked for identification of contents.

2 STRATEGICALLY LOCATED WAREHOUSES

Assure you prompt delivery and service. Back-up stocks are maintained in a nation-wide network of warehouses.

3 NEW "BLUE TEMPER" PRE-CUT PACKAGED CHAIN

Rich blue color . . . tempered right into the chain itself. Proof Coil Chain— $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ "—pre-cut to lengths of 10', 15', 20', 50' and 100'; pre-packed for self-service display; clean—no more dirty handling; labeled for instant identification of grade and size.

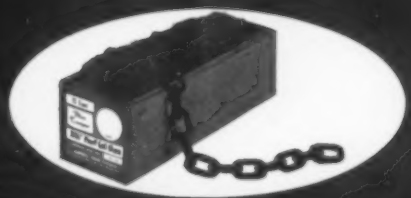
4 NEW "HALLMARK" CHAIN—permanently identified 3 ways!

BY MAKE—the Campbell "C" in relief on every other link.
BY GRADE—the grade mark is on every other link.

BY 5' INTERVALS—marked and color-coded for quick, exact measurement.

5 "MEASURE-MARK" CHAIN—originally introduced by Campbell!

Marked exactly every 5 feet . . . for quick, accurate measurement. Color-coded for instant identification of chain grade. Inventory labels are color-coded, too. Green—Proof Coil; Red—BBB; Blue—High Test; Orange—Cam-Alloy.



Get complete information from your Campbell wholesaler or write direct.

CAMPBELL CHAIN *Company*

Factories and Warehouses: York, Pa.; W. Burlington, Iowa; E. Cambridge, Mass.; Atlanta, Ga.; Houston, Texas; Chicago, Ill.; Portland, Ore.; Seattle, Wash.; Los Angeles, Sacramento, San Francisco, Calif.

Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

**CAMPBELL
CHAIN**



Findlater Hardware Holds Spring Merchandise Mart

APPROXIMATELY 125 retailers attended the Spring Merchandise Market which was held by Findlater Wholesale Hardware Co., San Angelo, Texas, March 2. At the market some 50 lines of merchandise were shown by 35 manufacturers' representatives and manufacturers' salesmen.

Findlater Hardware was host for a buffet luncheon and dinner for the dealers and their families and the factory representatives who attended the market.

The first Merchandise Market was so successful, President J. Mart Findlater reported, that he and Sales Manager Ben G. Cox are tentatively planning another market this fall.

announces that Pryor Wise, treasurer, was elected to the board of directors at the annual stockholders meeting.



Pryor Wise

Wise has been associated with the Louisville, Ky., wholesale organization for 24 years, and treasurer for the last three years. He is the immediate past president of the Louisville Chapter of the National Association of Cost Accountants.

Arrow Fastener Appoints Southeastern Manager

THEODORE MACHANOFF recently was appointed Southeastern regional manager for the Arrow Fastener Co. of Brooklyn, N. Y. With home headquarters at 529



Theodore Machanoff

Tyvola Rd., Charlotte, N. C., his region includes Virginia, North Carolina, South Carolina, Georgia, Tennessee, and Alabama.

Fain Associates Named by Titan Sales Corp.

FAIN ASSOCIATES, Inc. of Dallas, Texas, have been appointed representatives for the Titan Sales Corp., William F. Leuszler, Titan sales manager, announces.

Fain Associates will represent the entire Titan line, including Hi-Watt heaters, as well as their promotional line in Arkansas, Louisiana, Mississippi, Oklahoma, and Texas.

To Head Heart of America Club



Newly elected officers of the Heart of America Hardware Club for the 1958 season are, left to right, George F. Clarke, Diamond Calk Horseshoe Co., treasurer; Kenneth M. Williams, Chas. J. Connors Co., secretary; A. J. Dolliver, American Chain & Cable Co., president; and Don E. Overstrom, Stanley Tool Division of The Stanley Works, vice-president

Stratton & Terstegge Elects Wise to Board

WILTON H. Terstegge, president of Stratton & Terstegge Co., an-

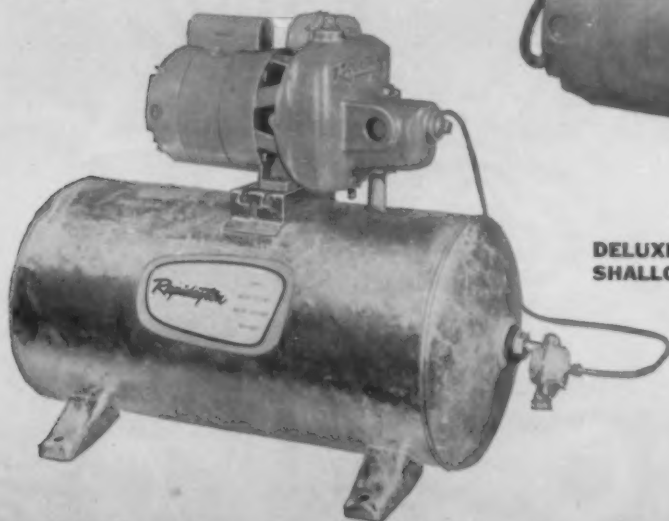
Rapidayton

the fastest selling jets in America
and the **MOST COMPLETE** Line

For BIG VOLUME and HIGH PROFIT from one pump line that covers the total jet market in your area, stock Rapidayton. There's a Rapidayton jet system to meet and surpass any kind of competition, be it quality, features, performance, price—or a combination of these. The "big one" among packaged systems in the Rapidayton jet line is the Twin Champion*, a multi-stage convertible that has everything, and offers a tremendous profit potential. Then there are the famous-for-quality Shallow Well and Convertible Champions—capable of capturing the entire heart of the volume market. For really outstanding values at a low price, there are the Value Kings . . . Yes, only Rapidayton offers you **everything** in jets, including the Vertical and Super Champs, not shown here.

BIG POWERFUL TWIN CHAMPIONS

Two stages, convertible, completely packaged with horizontal and vertical tanks. Reaches to 150 feet, pumps full capacity at 40 lbs. pressure, delivers up to 1250 g.p.h. Deluxe quality built, through and through. Retails in same price range as most single-stage deluxe pumps. For maximum profit, sell UP with the Twin Champion.



DELUXE "HEART OF THE MARKET" SHALLOW WELL AND CONVERTIBLE CHAMPIONS

The Rapidayton Shallow Well Champion is the most popular water system in America today. It represents true premium quality and superior performance at a low price. Quad-Volute design, capacitor motor, completely packaged. Pumps up to 1730 g.p.h. • The Convertible Champion can be used in shallow or deep wells to 80 ft. Has exclusive Quick-Connect flange, saving up to \$10 per installation. Pumps up to 810 g.p.h.

DEPENDABLE, LOW-PRICED VALUE KINGS

The king of water system values! A dependable low-price leader, offering Rapidayton high standard of performance. Available in $\frac{1}{8}$ h.p. and $\frac{1}{4}$ h.p. package systems and pump only models. Excellent capacities and pressure. "Triple-tested" for quality, performance, and airtight assembly. $\frac{1}{8}$ h.p. package model with 13 gal. horizontal galvanized tank—complete system only \$99.75 retail.



Rapidayton
division

The Tait Manufacturing Company, Dayton 1, Ohio
Established 1908 as The Dayton Pump and Manufacturing Co.

®TRADEMARK

©1958 TAIT MFG. CO.

Reynolds Aluminum Names Managerial Appointees

LEE BARTHOLOMEW, vice-president, Reynolds Aluminum Supply Co., announces two appointments within the organization which headquarters in Atlanta, Ga.

Rae E. Hasselbring has been appointed general manager of the Warehouse Division, and will assume responsibility for the operation of the company's nine warehouse facilities, as well as estab-



Rae E. Hasselbring

lishing sales and merchandising policies. He joined the company in 1955 as manager of Industrial Metals Sales and in 1956 was promoted to the position of sales manager of the company's Warehouse Division.

Robert P. Jourdan, Jr., was named manager of the Miami warehouse operation. A native of Tampa, he joined Reynolds' Atlanta General Office organization in 1956 as manager of Industrial Metals Sales. Prior to this time, he served as Miami branch manager and assistant general manager, respectively, for Florida Metals, Inc. of Tampa.

Jourdan simultaneously announced the continuance of G. R. Stuyverson as sales manager of the Reynolds Aluminum Miami warehouse.

Stanley Moves Production of Yankee Tool Line

JOHN C. CAIRNS, president of The Stanley Works, announced that the company will discontinue

production at its Stanley-Yankee plant in Philadelphia, effective March 31, and will manufacture its Yankee Tool line at its Stanley Tools plant in New Britain, Conn.

The Philadelphia plant, which has manufactured spiral ratchet screwdrivers, automatic drills, vises, bit braces, rigid and offset screwdrivers and breast and hand drills, has been operated by The Stanley Works since 1946. It was formerly the North Brothers Manufacturing Co.

Masonware Advances Opdyke in Sales

THE MASONWARE CO., division of Fram Corp., has advanced Jack Opdyke from housewares sales manager to general sales manager. Opdyke fills the position previously occupied by Lex Wilson who has been transferred to the Fram Corp. as director of marketing and research.

Opdyke's new duties will include the sales management of Masonware's metal stamping line, metal lithography, drawings and metal spools for the wire industry. He will continue also the sales management of the housewares line of cake pans, serving trays, and stove mats.

Dempsey Retires as Buyer, Shapleigh Hardware Co.

FRED H. JOHNSON, president of Shapleigh Hardware Co., St. Louis, Mo., recently announced the retirement of Claude W. Dempsey, buyer. Dempsey's hardware ca-



Clarence E. O'Radnik

reer dates back to 1914 when he was associated with the Simmons Hardware Co.

Clarence E. O'Radnik has been appointed buyer succeeding Dempsey.

Millers Falls Salesmen View "Special"



Covering the four corners of the country, Millers Falls Co. salesmen look over a No. 1270 Carpenter Square, a special which the company is featuring during Hardware Week. Along with other sales reps, they attended the training program held at the Greenfield, Mass. home office. Standing, left to right, are J. H. Shimer, Milwaukie, Ore.; J. P. Barry, Dorchester, Mass.; S. L. McKenzie, Jr., Fort Worth, Texas; and A. G. Cranston, Miami, Fla. Seated, left to right, are J. W. Constance, advertising and sales promotion manager; A. E. Ackerman, vice-president in charge of sales; and Fred N. Lyman, industrial sales manager

FREE

10,000 promotion kits

give the new

LUFKIN MEZURMATIC

a rousing send-off



turn page for this profit-making news

*This new **MEZURMATIC**[®]
Tape Rule is backed
with solid promotion*

- 1 **FREE** $\frac{1}{2}$ " tape rule, 10' model (worth \$2.79).
- 2 **FREE** counter display to spur impulse buying.
- 3 **FREE** price strips for your bins.
- 4 **FREE** ad blow-ups for window display.
- 5 **PLUS** merchandising tips and a basic stock retail price list to help you choose the most popular numbers of all your tapes and rules.

All included with a basic White Clad assortment



Fast turnover comes in the compact Lufkin package

It's a beautiful tape rule . . . guaranteed not to creep . . . with a more rigid blade . . . a new heavy-duty end hook . . . and an exclusive Lufkin ball-bearing "brake" that gives the smoothest automatic rewind you've ever seen.

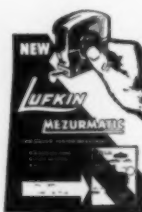
It's sure to be a fast-seller in the Lufkin

self-demonstrator package shown on the right above. See how this package shows off the tape and tempts customers to try the action, examine every detail. It's compact and colorful, fits easily in display bins or on hooks in your tool department.

AND HERE ARE YOUR FREE PROMOTION AND DISPLAY MATERIALS



W7310 MezurMatic. Has free belt clip like all Lufkin $\frac{3}{4}$ " tape rules. This free tape goes right on the counter display.



Counter Display. Only 12½" high, it's as slim as a shadow, stands in the smallest possible space.

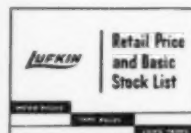
Regular (1/2" wide) MezurMatic



Super 1/4" MezurMatic



Price Tickets. Save time and establish permanent home for your MezurMatics. Just cut them out and slip in place.



Retail Price Card. Quick reference for prices and basic stock. Simplifies ordering of most popular tapes and rules.

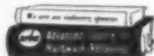


Ad Blow-ups. Show you Lufkin's powerful advertising support. Use for display in your window.

40½% PROFIT WITH THE

W-700 WHITE CLAD ASSORTMENT

All your free display materials will be shipped with the W-700 assortment. Pay only \$14.85 for these 11 tape rules... and you get 12 worth \$24.92. It's a profit of 40½%! Call your wholesaler today.



Regular ½" wide MezurMatic

1	W726 — 6'	...	@	...	\$1.35 list
3	W728 — 8'	...	@	...	1.55 list
3	W7210—10'	...	@	...	1.89 list
2	W7212—12'	...	@	...	2.19 list

Super ¾" MezurMatic

1	W7310—10'	...	@	...	2.79 list
1	W7312—12'	...	@	...	3.29 list

THE **LUFKIN** RULE COMPANY
TAPES • RULES • PRECISION TOOLS
SAGINAW, MICH. • MIDDLETOWN, N. Y. • BARRIE, ONT.

Mr. Dealer:

GET IN THE WINNERS' CIRCLE



4 NEW
'58 FORDS
(RANCHEROS)

with

YARDLEY

There's an entry blank in
every coil of Yardley pipe

Fill out... mail in...
nothing else to do!

DU PONT'S
PLASTIC PIPE
CONTESTS



See opposite page for
complete list of prizes
and contest details

MAIL COUPON TODAY FOR
THE NAME OF YOUR YARDLEY
PIPE DISTRIBUTOR

YARDLEY

Yardley Plastics Co.
142 Parsons Ave., Columbus 15, Ohio

Send me further information on the Plastic Pipe Contests and the name of my
Yardley pipe distributor.

Name _____

Company _____

Address _____

City _____

State _____

Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of SOUTHERN HARDWARE for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-six years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

- WINDOW DISPLAY
- COUNTER DISPLAY
- STORE MODERNIZATION
- CUSTOMER RELATIONS
- SALES PROMOTION
- ADVERTISING
- INVENTORY CONTROL
- EMPLOYEE RELATIONS
- SERVICE DEPARTMENTS
- CREDIT CONTROL
- ACCOUNTING PROCEDURES
- ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade—a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

Fill out coupon on page 73

PLASTIC PIPE CONTESTS

WIN THESE VALUABLE PRIZES



"It's easy!
Just
**NAME
ME!**"



"NAME ME . . . and you may win a 1958 Ford Ranchero pickup truck! Or any of the exciting prizes shown below!"

FOUR 1958 FORD RANCHEROS

100 ADDITIONAL HIGH-QUALITY PRIZES

WHO'S ELIGIBLE:

Anyone in the United States who buys pipe of ALATHON® 25 polyethylene resin from jobbers or distributors and sells to users. This includes retailers, plumbers, well drillers, etc.

HERE'S ALL YOU DO:

1. Detach official entry blank on your current shipment of pipe made of ALATHON 25 manufactured by Anesite Company, Crescent Plastics, Inc., Franklin Plastics, Inc., Plastic Pipe & Tube Div., Plastic Process Company, Republic Steel Corporation and Yardley Plastics Company. (If you are not stocking pipe of Du Pont ALATHON 25, ask your jobber or contact any of the manufacturers mentioned to learn how to get in on these exciting contests!)
2. Choose a name for the pipe character.
3. Fill out and mail the self-addressed entry card. Entries must be postmarked by midnight of closing date of each contest. (Starting and closing dates of each contest are listed under prizes.)

HOW THE CONTEST WORKS:

Enter as often as you wish. Submit one name only on each official entry card.

All entries must be submitted in your own name, but that doesn't mean you can't get some help in thinking of the names. Why not make this a family game? Ask the wife and kids to join you in suggesting names. You'll be surprised at how many names you can think of in only a few minutes. You don't have to limit the name to one word, either; use two or even three.

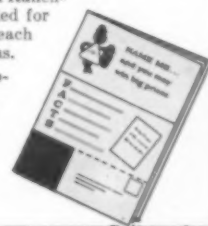
Prizes will be awarded for the best names received from each region shown below on map. Judging will be by an independent organization, on the basis of originality and aptness of thought. If more than one person submits the winning name, duplicate prizes will be awarded. Decision of the judges will be final. No entries will be returned. All entries and ideas therein become the

property of E. I. du Pont de Nemours & Co. (Inc.), to be used as it sees fit.

WINNERS WILL be notified by mail as soon as possible after each contest closes. A list of winners will be sent to any contestant requesting same and enclosing a stamped, self-addressed envelope.

Each region will have five winners in each of the five contests. (Prizes and closing dates shown below.) After the fifth contest, all winning entries (25 from each region) will be judged for grand prizes, and a Ford Ranchero will be awarded for the best entry in each of the four regions.

Contests are subject to federal, state and local regulations.



Here are prizes and contest dates:



**20 WESTINGHOUSE
CALENDAR
CLOCK-RADIOS**

Contest No. 1 starts March 1,
ends midnight, March 31



**20 WARING
BLENDERS**

Contest No. 2 starts April 1,
ends midnight, April 30



**20 KODAK MOTION
PICTURE CAMERAS**

Contest No. 3 starts April 21,
ends midnight, May 11



**20 LEEDS NESTED
LUGGAGE SETS**

Contest No. 4 starts May 12,
ends midnight, June 15



**20 ZENITH
TRANSISTOR
POCKET RADIOS**

Contest No. 5 starts June 16,
ends midnight, July 31



There is a difference
in flexible plastic pipe...
specific quality pipe
made of ALATHON® 25.



ONE FORD RANCHERO WILL BE AWARDED
IN EACH REGION SHOWN ON MAP



Better Things for Better Living . . . through Chemistry

sell this fence with
CONFIDENCE

DIXISTEEL
TRADE MARK



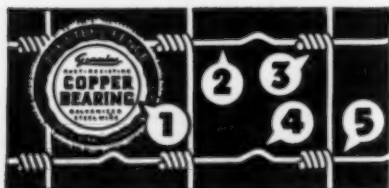
Your customers never take a chance on quality when you sell them DIXISTEEL Fence. And you never take a chance on selling an unknown product, because generations of Dixie farmers have trusted this Southern-made product.

The quality of DIXISTEEL Fence is controlled every step of the way—from the molten copper-bearing steel to the finished rolls ready for shipment.

DIXISTEEL Fence is nationally advertised to help you sell more fence. And the colorful metal sign on each roll continues to help you sell after the fence is up.

Stock, display and sell the fence that's made right here in Dixie—well-made, well-known, well-liked DIXISTEEL Fence—backed by one of the South's oldest steel producers.

SELL THE FENCE THAT HAS ALL FIVE FEATURES!



- 1 Rust-resistant copper-bearing steel
- 2 Full-size wires, uniformly spaced
- 3 Four-wrap, non-slip hinge joints
- 4 Tension curves to allow for expansion
- 5 Crack-proof hot-dip zinc galvanizing

Atlantic Steel Company

ATLANTA, GEORGIA



MAY 1958

By Hal M. Newsome



Outside selling wins those **Industrial Accounts**



John Duval, top picture, owner of this business emphasizes that a really broad inventory of paint helps win large industrial sales. Availability of free parking indicated in sign, above, has helped this company maintain its downtown location when on-street parking was largely banned. Manager Shorty Younts shows high speed drill to an industrial customer. Some come to store to select special pieces of equipment, but most of routine orders are phoned in

BY MAKING regular personal sales calls on engineers and superintendents of office buildings, and other commercial and industrial companies, John Duval of Duval Hardware Company in Miami, has been able to gain many new and regular customers for maintenance items and supplies for

his progressive retail store.

These industrial sales which individually comprise substantial business now make up more than half of the store's gross volume. In fact industrial sales have more than doubled, and these accounts produce regular, repeat telephone orders with only nominal or rou-





Store has capitalized on its own private parking lot. This space will also be used for the merchandising of garden supplies, mowers, and lawn furniture

tine follow-up calls after a sound connection has been established with the customer.

This radical shift in sales emphasis has not interfered with or changed in any way the store's retail selling of its merchandise. In fact it has helped Duvall's to survive a local business crisis which in the past two years has driven all of the other independent hardware retailers out of the downtown Miami area, within a radius of a mile or more from the court house.

About two years ago almost all parking was banned on major traffic arteries in downtown Miami during the two busiest hours of the day.

This parking shortage immediately cost Duvall's \$300 a month in net profits. This situation in conjunction with high downtown rents, new shopping centers in the outskirts, and price cutting by supermarkets, discount houses, and numerous other industries carrying cheap hard goods, put all the downtown independents in a "squeeze." As a result no "orthodox" hardware retailer was able to survive and remain in that area—except Duvall's.

Soon after the parking crisis developed, John Duvall, the owner, started personally to solicit busi-

ness by a series of regular planned calls on substantial office building firms.

"This was no pink tea," he warns. "These buildings were all being supplied with maintenance items by specialty supply houses and

jobbers, and we had to work on them carefully and at some length, and offer better service including fast deliveries and equal or superior merchandise of considerable variety, to get our share of this business gradually."

Dealers in general agree that this industrial sales project is no proposition for the faint-hearted nor the indolent. Results are not usually quick nor sensational. That is one reason, they feel why, in most cases, the owner himself, with the long-range benefit in mind, is the natural candidate for this job.

However, they point out that an outside salesman could be taken on or promoted for this work, provided that he is a good enough salesman and fully experienced in the required lines. A fair commission plus a drawing account is required for this job, as it takes time and many follow-ups to work up these retail accounts.

But most dealers who discuss the subject feel that it costs less and is easier to "feel the project out," if they hire an extra salesman for the store when necessary, to give the owner time to try out this

(Continued on page 59)



Well-stocked displays of hand tools help in meeting the needs of the "engineers" who are in charge of the upkeep of large office buildings. Brushes and accessories are sold in large quantities to building superintendents throughout the city



Red sign over door identifies bargain room. En route customers pass well-planned display arrangements



The section of store devoted to "bargains" is a back room converted from a storage area. Racks and bins are filled with inventory of outmoded paints, damaged crockery, reels, wire products

The "Back Room"

is moving those slow items

By Albert S. Keshen

IN EFFECTING its "Back Room Bargains" idea, Hurdle Hardware of Elizabeth City, North Carolina, hit upon a plan that's paying off two-fold: it clears the stock of obsolete and shopworn items and it attracts people who are potential customers for other items.

The section devoted to this "bargain" stock is a back room which was converted from a storage area. Its racks and bins now are filled

with a heavy inventory of paints which have been outmoded, and with slightly damaged items such as crockery, wire, or fishing reels.

A large arrow sign reading "Back Room Bargains" is suspended over the front area of the store. It is made of peg board with white lettering against a red background and can be seen easily from outside the front window. Passersby, curious as to its meaning, come in to

investigate. Inside they are directed toward the back room which is identified also by a red sign over the door. En route, however, they must pass well-planned displays which invite impulse purchases.

"What we have done," Owner J. Ralph Hurdle explained, "is to borrow a lesson from the department stores with their bargain basement. In this case I've set aside some merchandise which doesn't rank with our regular stock because it is outmoded or damaged. I have segregated it for public attention, and offered it at savings of as high as one-third the normal price."

Hurdle stated that his decision to set up his bargain section grew largely from the frequency of changes in his paint lines. With manufacturers discontinuing colors so frequently, he found himself with a lot of obsolete cans on his hands. Rather than confuse his customers, he took these off from the display floor, putting them in the rear room for price mark-downs, or just about cost.

"But you still have to sell paints," Hurdle commented. He finds the color chart helpful in moving this merchandise. This is posted on the wall so as to help the buyer make his choice. The differences between old and new paints are pointed out to him while he is deciding on a selection.

But if an extra can is needed to complete an order, Hurdle usually

(Continued on page 61)



This large arrow pointing to the bargain room is suspended over the front area of the store and can be seen easily from outside front window

New Orleans Convention



S. D. May
Past-President, S.W.H.A.



W. W. French, Jr.
President, S.W.H.A.



J. C. Cairns
President, A.H.M.A.

THOUGH "recession flurries" were in the air, these neither dimmed the outlook nor dulled the confidence of delegates attending the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association held April 13-17 in New Orleans.

Instead there was a quiet appraisal of business generally as "not quite so good" as in the past, but firm conviction that business conditions in the hardware trade at least can be improved by: (1) increased efficiency in wholesaler operations; and (2) ever-increasing service to the retail dealer. This theme prevailed in a number of the talks made during the course of the convention.

Presidents' Reception

But business problems were submerged in gaiety Sunday evening, April 13, when the convention crowd gathered in the Roosevelt Hotel's International Room for the traditional Presidents' Reception.

Monday morning was given over to a two hour contact session, and on Monday evening convention

delegates met in their first joint session for an inspirational address by Dr. George D. Heaton, Charlotte, N. C., whose subject was, "The Dollars and Sense of Good Human Relations."

Members of the Southern Wholesale Hardware Association met for their first business session, an open meeting with manufacturers, on Tuesday, April 15, which featured a ceremony in honor of the 50th anniversary of the Old Guard.

In a second joint meeting on Wednesday morning visiting delegates listened to Harrison Salisbury of the New York Times speak on "Revolt in the Satellites—Mirage or Reality?", and Dr. Arthur A. Smith, vice-president and economist of the First National Bank in Dallas, who discussed "The Current Economic Scene."

The convention adjourned Thursday morning following the final business session and annual meeting of the Southern Association. In this session members heard President May's address (excerpted on another page), a number of talks on subjects of current interest, and committee reports.

Accepting unanimously the re-

commendations of the nominating committee, SWHA members elected as president W. W. French, Jr., Moore - Handley Hardware Co., Birmingham. He succeeds S. D. May, Bluefield Hardware Co., Bluefield, West Va., who becomes a member of the executive committee and advisory board. Serving with Mr. French as first vice-president will be R. C. Neely, Jr., Amarillo Hardware Co., Amarillo, Tex., while J. C. Erwin, Allison-Erwin Co., Charlotte, N. C. was named second vice-president.

Cooper, Orgill Named

Elected to the executive committee were Frank Cooper III, Knight & Wall Co., Tampa, Fla., and Joseph Orgill, Jr., Orgill Bros. & Co., Memphis. They succeed John W. Sheffield, Americus Hardware Co., Americus, Ga., and E. R. Courtney, Watkins-Cottrell Co., Richmond, Va., who had served the three successive one-year terms permitted by the Association by-laws.

After 25 years of service to the Southern Association, long-time Managing Director T. W. McAllister announced his retirement from

Wholesalers take aim at present ills and call for greater operating efficiency plus improved service to retailers

active association management. In tribute to his many contributions, he was named an honorary vice-president for life. In a brief ceremony R. M. Miller highlighted Mr. McAllister's efforts in behalf of the Association, then presented to Mr. and Mrs. McAllister on behalf of the SWHA a handsome silver service and other gifts.

Ralph E. Kirby, editor of **SOUTHERN HARDWARE**, and secretary and treasurer of the Southern Association, was named to succeed Mr. McAllister. He will serve as managing director and treasurer.

Excerpts from the Address of Harrison Salisbury

AMERICANS are probably better liked by people under Soviet domination than by those on the Western side of the Iron Curtain.

Many of the most fervent admirers of the United States live behind the Iron Curtain. The mass of people in Russia and its satellites are crazy about American gadgets and appliances.

It is the threat of the Soviet army which is keeping the satellite nations very much in the Red

sphere. As our minister in Bucharest said last year, the Roumanians are 99 percent anti-Communist and 99 percent pro-American. But they are 100 percent in support of the present regime because they are realists.

American propaganda should be aimed at exploiting this pro-West sentiment. Unfortunately we have a negative attitude about the satellites and we seem to have written them off. Actually, Americans are received with more courtesy behind the Iron Curtain than in Western Europe where the people

Official Family of the Southern Association



Seated above for the annual picture is the "official family" of the Southern Wholesale Hardware Association. Left to right, front row: J. C. Erwin, Allison-Erwin Co., second vice-president; R. C. Neely, Jr., Amarillo Hardware Co., first vice-president; W. W. French, Jr., Moore-Handley Hardware Co., president; and T. W. McAllister, who retiring after more than 25 years as managing director was named an honorary vice-president for life. Back row, left to right: Ralph E. Kirby, newly-appointed managing director and treasurer; R. H. Baker, Fones Bros. Hardware Co., advisory board; H. M. Davis, C. M. McClung & Co., executive committee; R. M. Miller, Bailey-Milam, Inc., Charles E. Nash, Nash Hardware Co., advisory board; R. A. Slack, Huey & Philp Co., executive committee; W. A. Terstegge, Stratton-Terstegge Co., advisory board; Joseph Orgill, Jr., Orgill Bros. & Co., new member of the executive committee; W. A. Parker, Beck & Gregg Hardware Co., advisory board; R. J. Ogilvie, Jr., Ogilvie Hardware Co., executive committee, and S. D. May, Bluefield Hardware Co., the immediate past president. Frank M. Cooper III, Knight & Wall Co., a new member of the executive committee was not present for the picture.



Dr. George D. Heaton



Harrison Salisbury



A. C. Rankin

use the United States for a scapegoat and are busy running us down.

If a hardware store was set up in Moscow it would cause more of a sensation than Sputniks did.

With the exception of Albania, people in the satellite nations, especially Poland, Czechoslovakia, Hungary, and Bulgaria, are delighted to see Americans.

♦

Excerpts from the Address of Dr. Arthur A. Smith

RECESSION of the type we are having now could be avoided in large measure; the government, in fact could virtually guarantee economic stability if it had absolute power to do certain things. But in those processes we would pay a terrible price. We would lose much of our freedom.

In these times the South is a little better off than some other sections of the country, but generally we tend to get emotional about our economic situation. Prosperity makes us careless and when things get rough we tend to think the world has come to an end.

We have allowed our sales forces to get out of the habit of hard selling, and too frequently, waste and inefficiency account for low net profits.

Unemployment at this time is composed largely of union workers and there is the suspicion that they made their own bed, creating the situation that led to unemployment.

Recessions result from excesses—things get out of balance. 17,000,000 union workers have received ever-increasing benefits which have led to higher prices. But non-union workers cannot pay

these prices with the result that demand falls off and unemployment follows.

Management has not put up more resistance because the market has been strong. Then there is the fact that those who today run many companies are not the owners, but are employed managers. They do not have the old-fashioned man-

agement point of view and so tend to think differently.

We won't have a depression such as we had in the '20's, for the government won't allow this to happen. This is nothing more than a temporary maladjustment. But it is to be hoped that businessmen provide the leadership, not government.

Wholesalers and Manufacturers Meet for Joint Business Session

HONOR to the Old Guard upon the occasion of the 50th Anniversary of that august body was properly paid during the Tuesday open session of the SWHA. The details of this ceremony are given in another page.

This was followed by a three-way discussion of the Wholesaler's Salesman. R. Lee Waterman discussed this subject from the manufacturers' viewpoint. W. C. Dieruf, Jr., a retailer from Jeffersontown, Ky. gave the retailers' viewpoint, while A. J. Carson, Stratton-Terstegge Co., Louisville, Ky., presented the views of the wholesaler.

From the Manufacturer's Viewpoint

R. Lee Waterman
Corning Glass Works

To bring this subject into focus from the point of view of a manufacturer, I'm going to assume the viewpoint of a Consumer Goods Manufacturer whose products require wide distribution.

First, I think we need to mention two major things which affect the thinking of all of us on the subject

of distribution:

The first one is that retailing has changed, and is continuing to change. Some of us older people can remember when drug stores sold drugs, grocery stores sold groceries, hardware stores sold hardware, and 5 & 10¢ stores sold things for 5¢ and 10¢.

But something or some combination of things has changed all that. Historic identities have become blurred, and Mr. & Mrs. America are developing different ideas as to where and with what kinds of service they wish to buy things. We are finding more and more that, even within lines, different items are selling at very different rates in different types of outlets.

The other overwhelming fact that we have to consider is that the rate of new product development has been vastly accelerated.

The result is a fantastic competition for the retail dealer's attention and for space on his counters and shelves.

So with that as background, I would like to ask you to put yourself in the position of a manufacturer of a product line which has competitive merit. We will assume



M. G. Lipscomb

that you have obtained wholesale representation and that your products are in stock in wholesale warehouses. What do you need? I think we can agree on a few rather basic things:

(1) You need some way to intelligently present to the retail dealers the facts about the values and usefulness of each product offered.

(2) You need some way to offer advice and counsel to each retailer as to which items should be carried for profitable operation in his particular store, and that, if you please, includes advice as to what items he should not stock; because, over the long pull, your success is going to be based on his turnover and profit.

(3) You need some way to quickly and effectively keep each store up-to-date on:

- a. Consumer advertising being run
- b. Seasonal trends which affect his buying
- c. New products being offered.

(4) You need some way to offer advice and counsel as to how your products can be most effectively displayed and sold.

(5) You need to offer him help on some basis in his everlasting job of keeping the basic fast-selling items in stock.

These are simple things. Yet when you consider that there are nearly 35,000 hardware stores, about 2,700 department stores, 20,000 variety stores, over 19,000 supermarkets carrying some hard lines, not to mention drug stores, general stores, etc., it turns out to be quite an order.

So, our next question is: "How do we get it done?" This brings us to the step in distribution that has been the preserve in which the wholesaler's salesman has func-

tioned.

The historic components here have been men and paper. Recently there seems to have been a trend toward paper and away from men, primarily because the cost of men has seemed to rise faster than the cost of paper; and because what a paper says can be controlled more certainly and more exactly than can what a man says. This trend has also been encouraged by the existence of a group of so-called salesmen with a somewhat near-sighted view of their function whose contribution has basically been limited to taking information from a want book and writing it on an order form. Against them, paper

makes a very good showing.

However, I don't think it is that easy. In this area, I would not question the effectiveness of check lists, catalogs, pre-printed orders, bulletins, labels, fact sheets, and the whole paraphernalia, when they are used as a part of a well integrated program and when they are kept within the capacity of people to read, digest, and use.

But all the evidence of history indicates that such things are only effective when they are made the working tools of men—competent, informed men who can interpret them in terms of the specific problem at hand and use them as a foundation for an intelligent plan

SWHA Honors the Old Guard

IN A special ceremony on Tuesday morning, April 15 observing the Golden Anniversary of the Old Guard, special tribute was paid on behalf of the Southern Association by Allen C. Rankin, Teague Hardware Co. Mr. Rankin traced the development of the Old Guard from its founding in 1908 at Hot Springs, Arkansas during a convention of the old Southern Hardware Jobbers Association. Visualized by Fred M. Huggins, the history of organization parallels the growth of the SWHA. "To us," Mr. Rankin said, "each new membership in the Old Guard has meant another welcome and familiar face, another friend . . . it has been our cer-

tain assurance that these friends were men of unquestionable honor, integrity, and loyalty—of character beyond reproach . . . the name Old Guard implies a Guardian of Good Will. You have proven yourselves salesmen of this commodity as well as of hardware."

In his response, Old Guard Member M. G. Lipscomb cited the role of the wholesaler and the importance of mutual cooperation between wholesaler and factory representatives.

Harry Hoffner, newly-elected president of the Old Guard then introduced the new officers, past presidents of both the Old Guard and SWHA, and Old Guard associate members.

They Will Wear Roll of Honor Pins



Pictured above are three past presidents of the Old Guard who received Roll of Honor pins from the Southern Association. Presentation was made by SWHA President S. D. May in special ceremonies for that organization. They are: R. M. Barnes, president from 1957-58, W. S. Gardner, 1956-57 and Sam K. Eaves, 1955-56



Dr. Arthur A. Smith



R. L. Waterman

of action. Such people can be called a variety of things—merchandise or salesman. It makes no difference. It is still the same job.

There are three things which I would emphasize:

First, there is no system yet devised to communicate information which is as effective as man-to-man conversation.

Second, no part of our complex system of distribution can function effectively unless it is in constant communication with the other parts. And that means a two-way communication that no one has yet made to work satisfactorily entirely by mail.

Third, every customer that you have or that we have, wants and needs someone to discuss his problems with. If we do not provide that at suitable intervals, we are not doing our job. If he doesn't get it from us, he will get it from someone else.

But can a wholesaler afford all

this fine sounding service? On a broad basis, I can only state a belief that he has to provide it in some way or the other or lose his position in the competitive race. I would like to offer some arithmetic not as an answer, but as a challenge to some further thinking.

Let's take a hardware store. The retail hardware association tells us that Mr. Average Hardware store does \$90,000 worth of business per year. An examination of his merchandise lines indicates that he must buy—at wholesaler's value—at least \$30,000 worth of the basic lines of hardware, tools, housewares, and cleaning supplies carried by every hardware wholesaler. Let's start with that: if it costs a wholesaler \$40.00 a day for a salesman, and if he can afford a 4% selling cost, some wholesaler or combination of wholesalers can afford to have a man in that average hardware store for 30 full

working days each year—not just from 10 to 11 A.M., but from 9 in the morning until closing.

I will not attempt to oversimplify. There is no one answer that is final or even best for all circumstances. But I am convinced of this: the step in the distribution chain from the warehouse to the retail store is the most important one in the entire process because it sets up the only sale that is a sale—to Mrs. Consumer. And when you consider what is involved in bridging this vital gap, it is difficult to conclude that it can be done efficiently without good people.

I would emphasize that I am not talking about order takers. I am talking about men who are intelligent, and who make the effort to keep themselves informed; men who are proud of their profession as salesmen, and who merit the respect of those with whom they deal; men who have a broad understanding of their function and who understand that the long term relationship between the firm which they represent and those with whom they deal is more important than any single order.

I can speak for myself, and am sure that I speak for other manufacturers in saying that we will do anything possible to equip, support, and help such men in the wholesale firms with whom we work.

As The Retailer Sees It

W. C. Dieruf, Jr.
Dieruf Hardware Co.
Jeffersonton, Ky.

AS A HARDWARE retailer my con-

The Old Guard Dines at Arnaud's



tact with this salesman is naturally different. I am the object, and the end, for which he is trained. The ability, with which he does his job, greatly affects my position, both within the retail level, and the degree of contact with the wholesaler. My position is that of the front lines, in the channel of distribution. The retailer is the only real point of contact with the consumer. As this front line falters, the whole channel of supply receives its casualties.

Today this front line is faltering, and the interdependence of each economic group on the other is well felt. The manufacturer, the wholesaler, and the retailer desire to have the other two become very straight-laced about the rules of distribution, while he is permitted to sew his wild oats.

The wholesale salesman must serve the retailer, as must the retailer serve the consumer. In fact, his very success depends on the degree of real help he has the ability to give. Salesmanship is not a hit or miss affair. The prospect and his objections can be studied and answered before the contact is ever made, because there are really very few different reasons for not buying.

A good wholesale sales canvas is very easy to prepare. A man can sit in his easy chair at home and list all of the objections he can think of, to his house or product, then proceed to answer each objection in such a manner that he himself would accept. If the answer does not convince the salesman, it should be discarded, because his customer is also a capable person. He should question and

study until all objections are properly disposed of, then he is ready to make his first call.

It is not the rules of salesmanship, but the lack of application that is our trouble today. It was mentioned that the wholesale salesmen must serve the retailer. This is no easy task, for he must show the dealer how to sell the goods he is about to buy. Remember, there is not a retailer in this great land that needs an "order taker" to call on him. The salesman who can give concrete suggestions that will develop and aid the dealer to actually increase his sagging sales, will be well rewarded by increased orders.

It has been proven many, many times that "price" alone will not sell enough merchandise in a competitive market, at any level. Though the cost of buying is naturally very important, the cost of selling is the real figure we develop in our profit and loss statement. To date, we all have cut our expenses, reviewed our operating cost many, many times, to wring out all of the water, dropped the price on a few specials, privately hoping that business will soon pick up, and that it would not be necessary to make the supreme sacrifice to build a true sales department.

Before we can lay our long range plans for the future in our selling department, we must arrive at some basic facts as to our economic condition. What has actually caused this recession? This is one recession that you and I, and all the other American people, have bought and paid for. The public continued to give more and more of a percentage of its buying to a very few companies. Ten com-



W. C. Dieruf, Jr.



A. J. Carson

panies could manufacture, distribute, or retail the merchandise handled before by 100. However, the number of employees needed by the 10 was much less than that needed by the 100.

The people now standing in the



unemployment lines, will tomorrow take their unemployment check, and buy themselves more unemployment. They will help further eliminate more companies and jobs, since they would not be caught dead with shopping habits rated other than number one.

Unfair competition is a problem at all levels. It must be fought through good firm business practices. The wholesale salesman and the dealer must sit at the bargaining table with open hands, in a spirit of trust and confidence. The salesman must earn the business and give a pound of knowledge for each pound of sales he receives. If the salesman does give his pound of knowledge to the dealer for successful business, he can in turn demand his pound of sales.

The small dealer has been having trouble, from coast to coast, for some years now. Each day, more are stamped out of existence by big business. Unfortunately, I feel that this trend will continue, until some day in the future, intelligent, independent thinking men, will rebel against going into big business, to become only a number on a time clock. Then the natural advantages that belong to the small dealer alone, will come to the front. The term "independent" dealer will regain its old meaning.

The wholesale salesman could do himself proud, by taking the lead in this revitalization of small hardware dealers, in his sales district. Through his study of the needs of the dealers, and adapting them to

the merchandise he sells, he would be a very welcome individual, as he made his rounds. Dealers would seek him out and give him orders to obtain more of his ideas.

All business, regardless of size, operates on the same set of principles. The successful practices of the chain can be fitted to the independent store, and added to his natural advantages of personal customer contact, etc., would build a business so solid that the chain could not blast him out. This type of approach will require the wholesale salesman to obtain valid understanding of the mechanics of business, because the ideas presented must obtain results.

The whole world waits to see if the American salesman, of all levels, can revive the injured economy.

Since confidence is always in deep measure with a successful wholesale salesman, it is very important that he develop it in himself, his family, his product, his company, and his country. Then take this confidence and deposit a bushel full at the door of every dealer, and add to it the ability to help him toward better business, then success and peace of mind will replace the fear of failure.

The Wholesalers' Viewpoint

A. J. Carson
Stratton-Terstegge Co.
Louisville, Ky.

The American method of distribution has been set up and proven

the most economical form of distribution over a period of years, and yet it has been under attack in various stages of our economy throughout its existence. There are times when distribution through a wholesaler seems inadequate. This is when the economy is high. Yet the minute the economy becomes normal, it is very easy to see why the American method of distribution is by far the most efficient and economical.

Sales Agent

For the manufacturer, the wholesale salesman serves as a sales agent at a very small cost. Duplication of this service by manufacturers' salesmen would be exorbitant in costs. The regularity of the wholesaler's calls, and the close contact with the trade can hardly be compared with the infrequent calls that are usually performed by manufacturers' salesmen.

The wholesaler's costs are divided over a great many lines and no one particular item has to stand the majority of the sales cost. Not only is it a cost saving for a manufacturer but it is also a cost saving for a dealer.

The wholesaler salesman serves the manufacturers in credit and collection. The manufacturer has no credit or collections when he distributes his product through wholesaler salesmen.

The wholesaler introduces new lines. This is very important to the manufacturer because here is the item or line being introduced at a

A Tribute to Tim McAllister



In a surprise ceremony, R. M. Miller highlighted T. W. McAllister's long service to the association, then presented the retiring managing director with a silver service on behalf of association members. Olive McAllister, at right, is "awed by it all."

nominal cost. One large manufacturer made the statement that 75% of his sales for 1957 were on products that were not in existence 15 years ago. This manufacturer distributes through wholesale salesmen. Who else, but the wholesale salesman did this job.

Another service performed by the wholesale salesman is the handling of adjustments and claims for the manufacturer. This is done with very little fanfare and is accepted as a standard procedure for and by all wholesale salesmen.

The services that are performed for the retailer are purchasing agent, consultant and merchandising manager, and credit manager.

As a purchasing agent the wholesale salesman offers the retailer the opportunity of purchasing at one time, in one shipment, and on one invoice, merchandise that will constitute 75% of the items he carries.

The wholesale salesman is allowed the freedom of the store while he is waiting for the buyer. He spends this time taking inventory of lines that he provides. He recommends the shifting of displays from one part of the store to another. He recommends a heavier inventory on items that are in season.

The wholesale salesman is a constant consultant to the dealer. Having experience in selling throughout his territory, he is often used as a sounding board by the retailer about lines that are not even carried by that individual salesman. He can often quote experiences of other dealers in other towns that greatly assist in laying plans for promotions on all the lines that he carries. In some cases the wholesale salesman assists the dealer with demonstrations. He offers to hold sales training school with the sales personnel after hours or during the day whenever time will permit.

Credit, which is the last point we will discuss as a service to the dealer, is the most dangerous of all the services that the salesman performs. You know of dealers who started in business without adequate financing and today are financially strong. This has been brought about through a wholesale salesman's assistance coupled with the assistance from the wholesaler.

At the same time we have recollections of dealers who were given credit that allowed them to overextend themselves and wound up in financial difficulty. But it still is a service and should be pointed up as such.



R. C. Neely, Jr.

Now we have painted a picture of how a wholesale salesman works. If they all performed 100% of the services I have pointed out, you would have a perfect sales force. You know as well as I that it doesn't work that way. You will have salesmen who are fishermen that do an outstanding job in selling fishing tackle and sporting goods and will fall down in the sale of housewares and agricultural



Joe W. Pitts

supplies. It has been my belief for a good many years that the reason a salesman doesn't sell a certain department is because he doesn't understand the items in that department. It is only natural that when you don't understand something you don't like it. And if you don't like it, it is only natural that you won't sell it. That is the reason it is important to discuss with your salesmen their likes and dislikes.

The Wholesaler's Place in the Picture

Joe W. Pitts

Brown-Roberts Hardware & Supply Co.
Alexandria, La.

Admittedly, as we are just beginning the second quarter of a new year, there is not much that gives cause for any wild optimism, though, for our section of the country in particular, the clouds appear to be a bit brighter than for business as a whole. The wholesale hardware business doesn't seem to have the peaks and valleys that characterize so many other types of industry. As a matter of fact, if it weren't for the pessimistic reports being fed to us constantly by newspapers, magazines, radio and television, conditions would be infinitely better than they now are in this part of the country.

Yes, if we aren't careful, we're liable to talk our way into a sad state of affairs by encouraging pessimism to feed on itself, something like having a wildcat by the tail and not being able to let it go; we shouldn't have grabbed it in the first place.

We can't correct our present

troubles by asking the government to pass self-defeating measures, seeking to cover up the maladjustments, which are causing economic activity to decline. What we need to do is to enact some general form of tax reform, aimed at restoring economic incentives, not just income tax reduction, and for labor and management to get together and put a halt to an ever-mounting wage-price spiral. In other words, let's try to cure some of these maladjustments, not just cover them up.

Ours should not be a Pollyanna attitude, however, since, without question, we are now in what most businessmen feel is, at least, a "breathing spell" in the most prolonged and phenomenal business boom in history. Nor should this come to us as any real surprise.

We are mighty fortunate, I think, that so many cushions and safeguards have made their appearance since the days of the



J. C. Erwin



W. D. Stuart, Jr.



Joseph Orgill, Jr.

early thirties. We should, instead, adopt a realistic appraisal of the situation, and take whatever individual steps are necessary for us to keep our heads above water until such time as conditions improve, probably this fall, depending a lot, in my opinion, on what the weather does for us and our agricultural crops, the manner in which public confidence reacts, the extent of union labor demands, and what we ourselves do to pull ourselves up by our own bootstraps.

Less volume and more profit is not an unworthy goal for us to aim for this year. Margin rates have been, and still are, inadequate, in view of the problems of rising payrolls, freight rates, postage, and governmental taxes, none of which can be passed on by the distributor in the form of increased prices.

Distributors must devise means of meeting these, and other increased costs, by greater efficiency and more careful sales effort. Inventory reductions, the introduction of new and revised methods and procedures, and a general tightening of all expenditures must be the program to combat declining profits.

Never has there been a time when trade associations have had a better opportunity to prove their real worth than now, but trade associations can't do the whole job; we members must take advantage of what they offer us, else their many hours of thought and planning will have been in vain.

I can't help but add here a word of praise for the management survey project that was pioneered by the Southern Wholesale Hardware Association almost three years ago, and which has since been similarly

conducted by two other great wholesale industries, Plumbing and Industrial.

Speaking from personal experience, as one of the "guinea pigs," our own company has derived much good from it, having put into effect many of the recommendations it contained, altered a bit, possibly, to fit our particular operation, but substantially as set forth in the report.

Possibly the most outstanding good that we received from the report was that it caused us to think, something we had gotten out of the habit of doing during recent years. It pinpointed so well the fact that management should not be afraid of new ideas and that it should constantly be needling its staff to come up with fresher and better thoughts than those of us, charged with the responsibility of running a business, have had, through the years.

Human Element

The "human element" is an all-important factor in the distribution of any line of merchandise, but it is of unusual importance in our own industry. The hardware wholesaler's physical equipment, extensive as it is, is perhaps of less actual value than his acquaintance with his many sources of supply and his intimate knowledge of his customers, their merchandise requirements, their merchandising needs and their credit ratings.

This industry of ours isn't made up solely of factories, merchandise, warehouses, trucks and the like; its most important component is people, folks like you and me, with many of us out chasing the almighty dollar, and all too

often without regard to the value of our product and the service that we render.

In the heat of the chase it is difficult for us to pause and take stock of just where we're going. No single concern is ever going to get all the business in a territory. No distributor can any longer afford the expensive luxury of living by himself. I'm firmly convinced that a majority of the wholesaler's problems would be diminished—many of them done away with altogether—if we would just realize the importance of getting to know each other better and doing something about it, without waiting for our competitor to take the chip off his shoulder first.

Cooperation to the fullest extent allowed by law is a must, if we distributors expect to overcome an uphill climb against a background of intense competition, retrenchment, greater selectivity on the part of both the hardware distributor and manufacturer, and a rash of bankruptcies and mergers in the distribution field. Yes, we must take up another notch or two in our belts and dig just a little deeper to keep from being passed by, by our more progressive competitors. It avails us little to maintain or even exceed our standing among the ranks of our competitors, volume-wise, unless we are able to (1) pay a reasonable return to those who have entrusted their capital to our care; and (2) set aside a fair amount as a backlog to carry us through even quieter periods than the one we are presently experiencing. Our organizations are literally burning themselves to death trying to give our customers the service they have a right to expect. Yet, profit-



John W. Sheffield, Jr.

wise, we continue to slip backward. Whether or not we continue to operate with a large volume of dollar sales, or units, and a steadily diminishing profit, depends, I think, upon one thing . . . leadership.

In my opinion, there is no rapid or instantaneous recovery from a situation which has been building up for several years. Yet I do believe that enlightened leadership at the various levels of this industry can arrest the present trend in a relatively short time, and then steadily improve the picture, as that leadership continues. Most of the blame should be borne by distributors but manufacturers have been both the cause and the occasion for many of the things the wholesaler is doing today.

One way that leadership can make itself felt in an effective way, is for our manufacturer friends, who sell through wholesalers, to subscribe to the basic principle that wholesalers should be provided with a firm primary market on their stock purchases, and at prices as low, if indeed, not lower, than those which manufacturers might be willing to quote under any other condition.

If wholesalers are willing to invest their capital in the products of this industry, to efficiently perform the function of wholesaling, manufacturers, selling through wholesalers, have an obligation to protect to the limit of their ability that investment. Nothing can be more destructive than when, in an attempt to follow bad leadership, prices are quoted which destroy the full-line wholesaler's opportunity to compete under fair conditions.

We wholesalers can justify our

existence in the picture only if we perform three major functions, selling, financing and warehousing. The hardware wholesaler is a specialist in rendering these essential services. They can't be circumvented if we expect to stay in business, nor can they be eliminated by the manufacturer who occasionally gets the idea that he can bypass the wholesaler and take unto himself their performance. If the wholesaler isn't in the picture, then either the manufacturer, the retailer or the consumer must perform this function. And it has been proven that the wholesaler can perform this particular function more economically than any of the other three.

In this highly competitive struggle, the wholesalers would long since have disappeared had they not been performing an essential function efficiently and economically. Today's typical full-line

wholesale hardware house carries in stock some 30,000 to 40,000, or more, different items, including various types and sizes.

It performs an absolutely essential function in the selection, warehousing, merchandising and distribution of the most widely diversified lines of merchandise and supplies to be found in any type of wholesale business, and it costs real money to do this.

We know full well that we must carry adequate stocks of merchandise to fill dealers' orders. And to properly perform the functions of a full-line wholesaler, we must give our dealers prompt service so that they, in turn, won't be obliged to carry abnormally large stocks. Furthermore, we know that our salesmen must call on our dealers every two weeks in order to bring them up to date on new merchan-

(Continued on page 62)

Annual Meeting of the Southern Association

MEMBERS of the SWHA met for their final business meeting on Thursday morning, heard discussions of several timely subjects, then elected officers for the ensuing year.

Leading off was a panel discussion devoted to "Streamlining Our Warehousing Operations." Participating members of the panel moderated by Jack Erwin were W. D. Stuart, Jr., Richmond Hardware Co., Richmond, Va.; Joseph Orgill, Orgill Bros. & Co., Memphis, Tenn.; and John Sheffield, Jr., Americus Hardware Co., Americus, Ga. Their talks are excerpted below, along with excerpts from a talk, "Where Do We Go from Here," by R. C. Neely, Jr., Amarillo Hardware Co., Amarillo, Tex.

W. D. Stuart, Jr.
Richmond Hardware Co.

In his talk on the "Elimination of Shipping Errors," W. D. Stuart, Jr., said that "the question of shipping errors has to be tied in with the order department for the reason that errors could just as easily come from the broken package department as from the full package end of the shipment."

A one-story operation, the company warehouse, he explained, is divided into three parts: (1) broken package; (2) full package, light weight merchandise, such as housewares, steel goods, garden hose, etc.; and (3) full package, heavy goods.

"I believe that we all follow pretty much the same system on merchandise that has to be packed. Order clerks pick the orders. The merchandise is brought into the packing room and laid out on tables, called back, and laid in a bin for packing. The head of our order department usually calls back the order for laying, and we endeavor to have a different order picker lay the order. This gives us the only check we have on packed merchandise."

In the case of a claimed shortage on picked merchandise a check is made with the packing room to determine whether or not the missing merchandise has been left there. If not, a check is made with the employees who called the order back and laid the order. If no error is found, the dealer is asked to look into the matter again with employees who checked such merchandise in. Frequently, errors are made at the customer's store, particularly in the case of

small items which can be thrown out with packing materials. If the customer still claims a shortage the wholesaler has little choice but to issue credit covering the claimed shortage.

Shipping errors also can occur in the case of full package merchandise. The speaker explained that in his company's warehouse a different crew handles full package merchandise. Broken package merchandise is worked first; the packed boxes are placed on a flat truck and the order clerks move through that portion of the warehouse, eventually reaching the shipping department with the order assembled on this truck.

The heavy package merchandise is then worked by the shipping department assigned to this phase of the order. Heavy merchandise is carried directly from its place in the warehouse to the loading dock by means of fork lift trucks or other conveyances suitable to the particular type of merchandise being moved.

The orders are assembled on the loading dock in accordance with the truck lines being used. Orders are checked into the trucks by an employee who has had nothing to do previously with the working of these orders. For this task, the company uses an employee experienced in all phases of the warehouse operation, who is familiar with all types of merchandise, and who knows how the merchandise is packed from the standpoint of quantities. This employee catches many of the errors made by the full package order clerks.

Additionally, the employee who makes out the bills of lading is experienced in the packaging of merchandise and also catches many errors.

When a customer reports an error on full package merchandise the shipping department is checked to determine if the merchandise was left off a truck and is still in the warehouse. Next a check is made on the number of packages there should be with the number on the bill of lading. If these agree the shortage is usually the fault of the carrier. Often a dealer is at fault, sometimes signing a freight bill without first checking the number of packages.

If the error is made by the carrier, a claim is filed. Where the error was made by a customer's employee the wholesaler usually ends up issuing a covering credit.

The speaker emphasized that in the final analysis the most effective



John W. Sheffield

way to reduce shipping errors is to have the most competent help available in the order and shipping departments.

Turning to the problem of returned goods, Mr. Stuart said that the policy of his company is that no goods can be returned without permission. Returned merchandise must be prepaid and is subject to a 10% handling charge. But this policy meets certain difficulties which the speaker listed as follows:

(1) Sometimes merchandise IS shipped incorrectly and the error is the company's.

(2) Upon occasion, the merchandise, in the customer's thinking, IS defective.

(3) The customer made a mistake in his order. Or, it was a special order and his customer refuses to accept it.

(4) The customer erred in judgment and bought too much.

(5) The merchandise is out of season and the customer wishes to return it for credit.

Mr. Stuart said that all returned merchandise is received by one designated employee in the warehouse. If the merchandise is in good condition it is returned to its proper place in the warehouse. If it is defective it is stored in an allotted place. A list of this merchandise is given to the buyer of that particular item so that credit may be obtained from the factory. If the returned merchandise is not in perfect, saleable condition it is relegated to the close-out or junk pile to bring whatever it will.



Joseph Orgill, Jr.
Orgill Bros. & Co.

WHEN MOST of us started our businesses we began with the simple

stock locator system there is. The people who got in our merchandise from the factories put it in stock and remembered, or tried to remember, what and where it was. Common practice was to keep factory lines together. When new order-fillers were hired, they had to be taught what and where everything was. This worked all right, until, first, the number of our items increased many thousands, and second, labor costs skyrocketed.

In general, I think we may divide stock locator systems into two classes—those that direct order-fillers to a general locality, such as a building, a floor or department of a building, or a certain bay in a building, and those that direct the order-filler to a certain definite spot. In our own operation, we chose the latter system.

We laid out our building just as a new real estate subdivision is laid out, with our working aisles corresponding to streets, and with each different item of merchandise corresponding to a house, and each such item getting a stock number just as each house has a street number.

You can see how beautifully this works for floor stock items. It works just as well for shelf merchandise. The only difference being instead of using a lineal foot along our aisles as the numbering unit, we used a smaller unit which enabled us to give each bin in every section of shelving its own individual number, and with these numbers following each other in proper numerical sequence.

The advantages of such a system are obvious. Without ever having been in our building, you can go directly to any one of 46,000 items if you know its number. That means that no time is required to train order-fillers. The need for knowledge is transferred from the order-filler to the stock man. The man who puts the merchandise in stock must know where it should go, but since we need only one stock man for every nine order-fillers, we have eliminated 90% of our need for brains.

Another advantage is that our buyers cannot take on new lines of merchandise without arranging with the warehouse for proper warehousing space, and without securing location numbers for each new item. This makes it almost impossible for us to buy items without getting them illustrated and priced in the catalogue since all new numbers are cleared through

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SH-5

Golf Tournament Winners

First Low Gross.....		78
Second Low Gross.....	Tom Robertson	80
Third Low Gross.....	H. R. Swenson	82
First Low Net.....	Charlie Suttive	70
Second Low Net.....	F. A. Caskey	71
Third Low Net.....	Wally Nail	72
Fourth Low Net.....	Dudley Buck	73
Fifth Low Net.....	Jim Young	73
9 Blind Holes.....	V. P. Lowe, Jr.	33
9 Blind Holes.....	First, M. Junker	34
Least Putts.....	Second, Rod McAlpin	27
Nearest Hole on No. 17.....	R. O. Demlow	10 ft.
	Dan Mayes	

and checked by the catalogue department. Such checking includes our cost, the selling price, and the margin of profit, and the latter must come up to a standard or an explanation must be given.

A third advantage is that we have a place for everything, and everything is either in its proper place or we don't have it. If there is none in the bin or in the proper place on the floor, we are out.

A fourth advantage is that with each item having its own location number, it is no longer necessary to keep factory lines together. Instead, we can put merchandise away according to its physical characteristics—its size, shape and weight. That obviously leads to savings in warehouse space, as well as to savings in the development of mechanical aids to handling. For example, all palletized merchandise can be stored in a section, all heavy goods put together, all bulky merchandise, etc.

A fifth, and possibly the greatest advantage of all, is that once you have given each item its own individual number, you have simplified whatever form of inventory control you use. No longer does a clerk need to know what an item is. To keep a record of it, he simply uses its number and no longer does he need to worry with and confuse black or galvanized, flat or round head, brass or steel, red or white, or size.

There are disadvantages. The first arrangement of the warehouse, and assigning of number, is a tremendous job, and is expensive. The maintenance of this system

costs something, since these location numbers must be kept in the catalogue, or else inserted on the order after it is received in the office. The use of warehouse space is not as flexible with assigned spaces as without them, but experience is improving our performance in this respect.

A quick look at how we arrived at our own particular numbering system might be interesting. We first decided how many square feet of floor space we wanted a foreman to supervise, and we came up with seven departments numbered with one to seven. Then we laid out five foot aisles in each department more or less like the 10 yard lines on a football field. We gave these aisles alphabetical designations from A to Z. Then we gave each lineal foot along each aisle a number. The result was that a certain heater might be in Department 3 on Aisle F, in space No. 1267, and therefore, its number is 3-F-1267. The only change we have made since this was done in 1953 has been to reappraise our areas of supervision. We no longer have men supervising so many square feet of warehouse space. We now have them supervising a certain number of employees.

The system has worked and is working wonderfully for us.

John Sheffield, Jr.
Americus Hardware Co.

Mr. Sheffield based his discussion on information which he had assembled following a three-day

study of warehousing operations at Townley Metal and Hardware Co., Kansas City, Mo.

This company operates from a five-story building, and on the basis of this operation the multiple story building seems to offer some advantages, Mr. Sheffield explained. An efficient conveyor system speeds the warehousing process in the building which is well-lighted and scrupulously clean at all times.

Girls are used in the shelf hardware section with good results. They are more particular in picking the correct items in filling orders. They tend to stay with the company longer and have no ambitions as regards advancement to executive positions.

The company has an incentive system for all employees and job classifications which call for seven levels of pay based on longevity. The individual employee knows when he is going to get a raise and that he must advance to the next highest rated position before he can expect a further increase.

John Sheffield, Sr.
Americus Hardware Co.

In his talk on "Experiences with Our New Cardatype System," Mr. Sheffield described the equipment as a "fast writing, fast thinking" typewriter. The company installed this equipment, he said, with the idea of reducing human error, for sales analysis, and for a more legible invoice.

"We have all the sales analysis we can read and we have a pretty invoice," he said, "but we have headaches also with the equipment."

Where Do We Go from Here?

R. C. Neely, Jr.
Amarillo Hardware Co.
Amarillo, Tex.

AT THE mid-winter meetings of the executive committee of this association all of the members who are in attendance bring their operating figures in percentages and we compare our operation with that of the other members. I thought possibly this might be of interest to you, and I have had the fine cooperation of 16 members of this association that are located throughout the entire South.

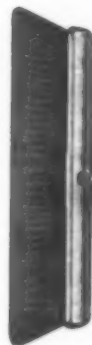
One of the questions asked for the comparison of total sales in 1957 to 1956, and I find that of the 16 members there was an average

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of 98% or 2% less sales in 1957 than in 1956. One member reported an 11% increase in sales in 1957 over 1956 and this seemed to be the best, while the greatest loss seems to be a 7% decrease in sales in 1957 over 1956.

As far as inventory was concerned in comparing 1957 to 1956, I find the year 1957 was 95% or 5% less than 1956. The member that did the best job in holding the inventory down represented a 21% less inventory in 1957 over 1956 and the high man represented a 6% increase in inventory in 1957 over 1956.

In number of days' business on the books, I find that in 1957 as well as in 1956, both years showed 45 days on the books. In 1957, one member reported only 22 days of business on their books and one member reported 66 days on the books. In 1956, the range was between 26 days on the books and 63 days of business on the books.

The next question concerned net profit, comparing 1957 with 1956, and I find as an average, there was 19% less profit made in 1957 than 1956. The range was from a plus 9% to a minus 70%.

In order to make a comparison as to the growth of the area served by these various wholesalers, I asked that they take their 1953 sales as 100% and compare this to their 1957 sales. I find the average was a 5% increase in sales in 1957 over the sales in 1953, and the range was from a 38% increase to a decrease of 12% in 1957 sales as compared with those in 1953. I further asked for a comparison in inventory, using 1953 as 100%, and find the average for those members reporting showed a 6% increase in inventory in 1957 over that in 1953. The range was from a 27% decrease to an increase of 57% in inventory in 1957 as compared with 1953.

In order to bring this discussion as close to this present time as possible, I further asked that a comparison be made of sales and inventory and days on the books for January and February of 1958 with those in 1957. I find sales for the first two months of 1958 were 89%, or 11% decline in sales as an average, with a range from 3% increase to a loss of 48% for the first two months of 1958 compared to 1957.

In inventory, the first two months in 1958 showed 94%, or 6% less inventory in 1958 than in 1957 for the first two months of the

Hoffner Named President of The Old Guard



Harry Hoffner

IN THEIR annual business session, members of the Old Guard elected as president for the ensuing year, Harry A. Hoffner, Jacksonville, Fla.; C. A. Goldstrohm, American Chain & Cable Co., Houston, Tex., was named first vice-president; while Luster Farmer, Nashville, Tenn., will serve as second vice-president.

Charles A. Pitts, Remington Arms Co., Jacksonville, Fla., was elected secretary - treasurer; and Robert Hicks, Lockwood Hardware Manufacturing Co., assistant secretary-treasurer.

Frank Horton was named chairman of the executive committee which C. A. Pitts joins as a new member.

year, and a range from 18% decline to an increase of 5% from the members reporting.

With reference to the number of days' business on the books, for the first two months of 1958, I find that in 1958 there was 50 days on the books compared to 48 days in 1957, as an average. The range in 1958 for the first two months was from 36 days on the books to 69 days on the books, and for the first two months in 1957, the range was from 34 days on the books to 65 days on the books.

I further asked that an estimate be made of sales for the first six months of 1958, and find that the average was an estimate of 91% or a 9% loss in sales for the first

(Continued on page 62)

Excerpts from the Address of President May

IN APRIL 1958 we are exactly where we have feared for some time that we would be. We have had it predicted for us, and we ourselves have talked about it and feared it, and now that we are in it we do not know what to do. Regardless of who got us to this point or how we got to this point, definitely the best way out is "up."

Presently business is not too "hot," and if it will make us feel better to have company we should soon be cured.

No industry seems to be immune. All will admit that business is not quite what it once was.

Well, what did we expect? Paradise or a continuous W.P.A.? The only permanent cure seems to be to secede and get ourselves set up on the foreign aid program, and then we will really have it made.

The record is filled with innumerable instances of "Foreign Aid" so dubious and down right silly as to be beyond belief.

Of all the cures for our present economic woes to be promoted by our political spendthrifts in Washington no one has ever mentioned the word "economy."

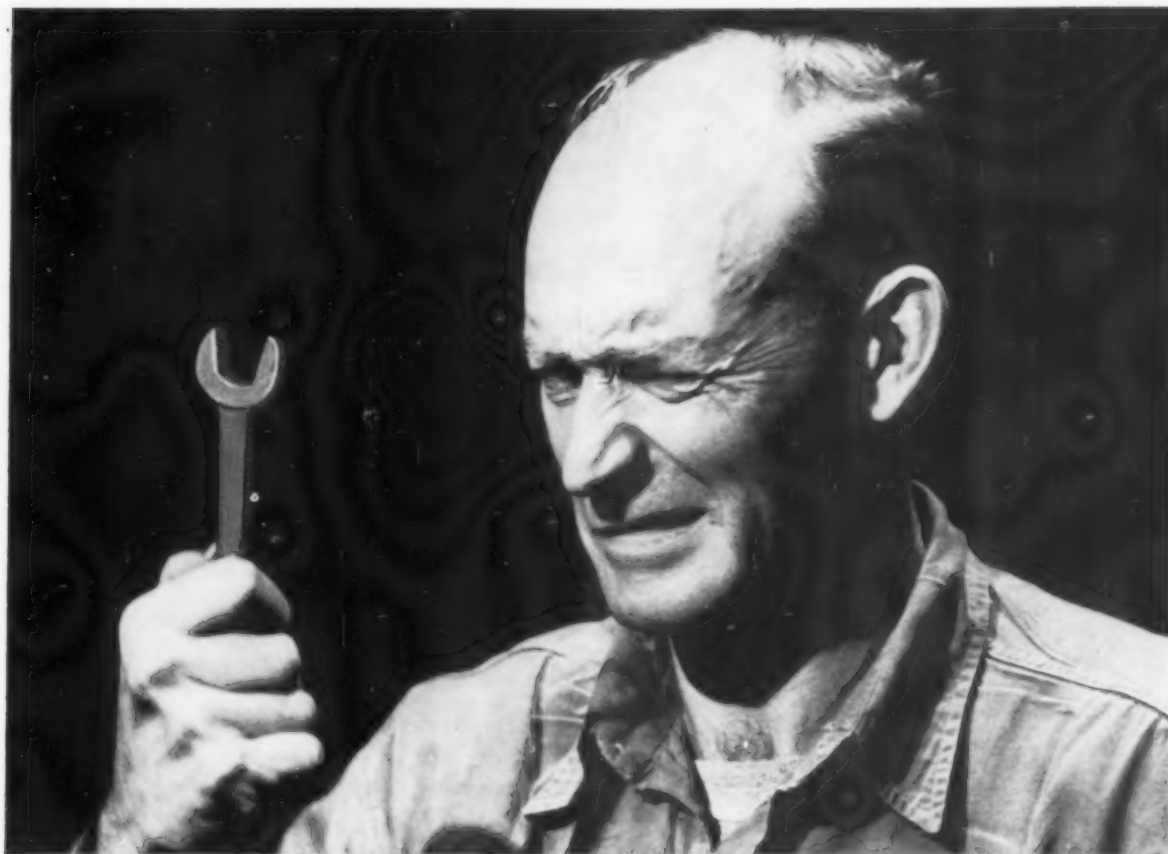
For fear that I may be accused of being "partisan" or perhaps "blue" as to the future of the United States please let me remind you that since 1929 we have had four years of Mr. Hoover, 13 years of Mr. Roosevelt, seven years of Mr. Truman, five years of the General, and if there is any country in the world that could have survived Mr. Hoover and the last three gentlemen other than the United States and still come up fighting, I do not know where it is.

We now find our volume—which was our ace in the hole—is dropping rapidly. Try as we may, we cannot keep our profits up when our sales drop and our expenses stay on at their former level.

We may be sure that our dealers are hit harder than we, and they want our financial help and our sales help more than they have in many years. Their accounts receivable like ours are too high, their accounts payable like ours are too great, their inventory like ours is too large, their sales like ours are too low, and their morale like ours is not too good. Let's give them every help they need. We may need them more in 1959 than they need us now.

What about the price structure?

(Continued on page 64)



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Available free to readers. Write in the numbers of items wanted on the return post card, page 65

Fall and Winter Sports. The 1958 Draper-Maynard Fall and Winter Sports Catalog features football, basketball, volley ball, and boxing equipment. In two-color, the catalog has large illustrations and short descriptive copy. Draper-Maynard Co., Cincinnati 32, Ohio.

Write in No. B1 on card, Pg. 65

Plastic Housewares. The Spring 1958 edition of the Lustro-Ware Catalog of over 200 guaranteed plastic housewares is available. Fifteen new products have been included and among these are a 14 qt. refrigerator crisper, a 12 qt. modern oval pail, an 8 gal. Refuse-Tainer, a rectangular laundry basket, and three sizes of boil-proof funnels. Also new is the Lustro-Ware Waste Basket Tree display stand which holds a 46-piece assortment of popular sizes of polyethylene waste baskets. Illustrated in color throughout, each product carries descriptive and specification copy, colors, etc. Columbus Plastic Products, Inc., 1625 West Mound St., Columbus 23, Ohio.

Write in No. B2 on card, Pg. 65

Wood Bits. A 24-page wood-boring tool catalog, No. 53, is announced which provides factual selling and ordering information at a glance. All Irwin wood bits, special packaging, and point-of-sale displays are shown and described. Recommended uses for each wood-boring tool, along with balanced stock recommendations, are included. Other features include special sections on the Adapter Shank wood bits, screw drivers, and factory scenes showing the manufacturing and testing methods employed by the company. The Irwin Auger Bit Co., Wilmington, Ohio.

Write in No. B3 on card, Pg. 65

Plastic Pipe. A 4-page illustrated folder is offered which describes the wide variety of uses of three types of semi-rigid and rigid plastic pipe. The types featured are Kralastic, Buty-

rate, and PVC (polyvinyl chloride). Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

Write in No. B4 on card, Pg. 65

Electric Trains. A catalog is available which gives full information and illustrates the company's line of train outfits and accessories. The Lionel Corp., 15 East 26 St., New York 10, N. Y.

Write in No. B5 on card, Pg. 65

Hobby Tools. A catalog is available which illustrates and describes the Griffhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N. Y.

Write in No. B6 on card, Pg. 65

Drapery Hardware. Simplicity of illustration and ease of usage, completeness of product lines and accessories help to make the company's catalog a practical reference on drapery hardware items. The Stanley Works, 111 Elm St., New Britain, Conn.

Write in No. B7 on card, Pg. 65

Fishing Rods. All 56 models in the Actionrod line are illustrated in full color in the 1958 catalog. Rod features are tabulated for quick, easy spotting. Other features are a cross-reference listing by price, color and type groups and rod recommendations for every type of fresh water fishing. Orchard Industries, Inc., Hastings, Mich.

Write in No. B8 on card, Pg. 65

Industrial Washers. A complete listing of Joliet washers—dimensions, prices, finishes—is contained in a 16-page catalog along with pages of useful weight and diameter tables, gauge tables, and decimal equivalent tables. In green and black and three-hole punched for easy filing, the catalog illustrates photographically many of the standard and special washers available. Sections list size and thick-

ness tables for the various washers plus expansion plugs, caster shims and machinery bushings. Carton and keg sizes are shown in a section devoted to shipping weights and general terms of shipment. Joliet Wrought Washer, Joliet, Ill.

Write in No. B9 on card, Pg. 65

Spin-Fishing. The 1958 edition of the Airex annual spin-fishing booklet features a brand new story by Jon Gnagy, who reports on the new sport—spin fishing under water. Containing 24 pages, the booklet includes a complete list of the latest NSFA world spin fishing records, many useful facts about fresh and salt water spinning, as well as a complete description of the 1958 Airex line, with many of the new reels shown in full color. Dealers may obtain free copies for distribution to their customers. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

Write in No. B10 on card, Pg. 65

Non-Mortise Hinges. A six-page folder that describes and illustrates one residential builder's use of 1,500 non-mortise hinges is offered in reasonable quantities. Identified as Installation Report No. 44, the literature reviews interior and exterior door hanging procedure and practice in a suburban Pittsburgh residential development. The folder is 3½ x 6½ inches. Catalog 93A, also offered by the company, contains specifications, line drawings, and other illustrations and factual information on hinges for modern building. McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.

Write in No. B11 on card, Pg. 65

Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Included in the 8½ x 11 inch, 80-page, two-color catalog are tools for painters, glaziers, and woodworkers. Also described are the company's lines of floor and paint condi-

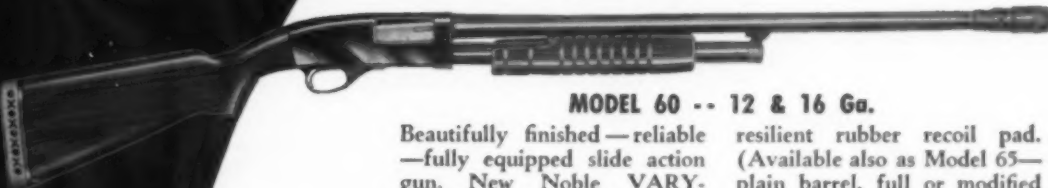


NOW *Noble* brings you an **ALL NEW**
Line of Value Packed
 superbly designed sporting arms!



MODEL 70 -- .410 Pump Gun

NEW A new "lightweight". Streamlined. Excellent for women and youngsters. Ideal for small game at short range or small bore skeet events. Safe fire control. Economical.



MODEL 60 -- 12 & 16 Ga.

Beautifully finished—reliable—fully equipped slide action gun. New Noble VARY-CHEK (variable choke) and resilient rubber recoil pad. (Available also as Model 65—plain barrel, full or modified choke, no recoil pad).



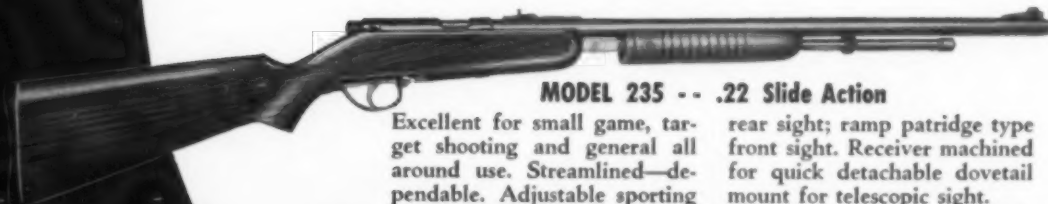
MODEL 420 -- Double Gun

NEW A new hammerless "double" with plus features. A traditional sporting gun, graceful and perfectly balanced, featuring superb materials and workmanship to be found only among old world crafts. Left barrel full choke; right modified. Double trigger. 12, 16, 20 ga.



MODEL 275 -- .22 Lever

NEW One piece, full length, beautifully proportioned American Walnut stock. Hammerless. Semi pistol grip. Short lever throw operates smoothly and easily. Straight line loading. Safe fire control.



MODEL 235 -- .22 Slide Action

Excellent for small game, target shooting and general all around use. Streamlined—dependable. Adjustable sporting rear sight; ramp patridge type front sight. Receiver machined for quick detachable dovetail mount for telescopic sight.



MODEL 20 -- Single Shot .22

NEW Ideal for beginners. Safe. Must be cocked by hand. Can be safely unloaded by simply raising bolt handle. Must be cocked again by hand to fire. Retracting safety hammer prevents accidental discharge if dropped.

Write for folder



NOBLE MFG. CO., INC. HAYDENVILLE, MASS.

tioning machines including the FP-33 twin brush floor polisher and the number 30 paint conditioner. Descriptions and photos of several tools recently added to the firm's line are included, as well as photos of available merchandising aids, and illustrated hints on the use of many of the tools. Red Devil Tools, Box 355, Union, N. J.

Write in No. B12 on card, Pg. 65

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena 8, Calif.

Write in No. B13 on card, Pg. 65

Excello Mowers. Catalog pages featuring the 1958 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke & Co., Springfield, Ill.

Write in No. B14 on card, Pg. 65

Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes in detail the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a four-page catalog showing the company's entire golf club line. All woods, irons, putters, and auxiliary clubs are shown in their actual colors and are described briefly. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

Write in No. B15 on card, Pg. 65

Sprayer and Duster Line. A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knapsack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Write in No. B16 on card, Pg. 65

Hack Saw Blades. A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Write in No. B17 on card, Pg. 65

Casters. A catalog, listing over 40 caster models, and containing practical application suggestions and selection data, is available. It lists specific uses for casters in 30 separate and distinct industries. Different types of caster installations are described and illustrated. Gleason Corp., 250 N. 12th St., Milwaukee 3, Wis.

Write in No. B18 on card, Pg. 65

Door Closers. A colorful catalog sheet on the DorBos horizontal hydraulic door closers is available in any quantity upon request. The Hubert A. Guyer Co., 9 Brookside Dr., Richardson Park, Wilmington, Del.

Write in No. B19 on card, Pg. 65

Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

Write in No. B20 on card, Pg. 65

Fishing and Marine Accessories. The complete 1958 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Write in No. B21 on card, Pg. 65

Power Pumps. The company's line of power pumps is described in complete detail in a catalog available to dealers. The various pumps, as well as the line of pump and well accessories, are illustrated fully, and information as to correct pump equipment, water requirements, etc., is included. Special catalogs covering "Submerga" pumps, "CJ", "SJ", and "CJM" jet pumps, hand and windmill pumps and water conditioning equipment may be obtained also. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

Write in No. B22 on card, Pg. 65

Garden Tools. A colorful 12-page catalog is offered which completely illustrates and describes the company's rakes, shears, saws, and pruners. Disston Division, H. K. Porter Co., Inc., Philadelphia 35, Pa.

Write in No. B23 on card, Pg. 65

Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's new 60-page illustrated catalog. Lures are classified according to types for easy reference, and information on patterns, weights, and packing is given for individual lures as well as for assortments. Marathon Bait Co., 840 Henrietta, Wausau, Wis.

Write in No. B24 on card, Pg. 65

Lawn Mowers. Catalog sheets which picture the entire Lazy Boy lawn mower line and the new Lazy Boy power sulky in full color, with complete descriptions of best-selling features, are offered. They are available in 8½ x 11-inch size or 11 x 11-inch for wide binders, and are printed on both sides. Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo.

Write in No. B25 on card, Pg. 65

Pumps. Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

Write in No. B26 on card, Pg. 65

Power Mower. The complete line of power mowers—from lightweight to heavy duty models with self-propulsion and fingertip control and with full description of each model—is included in a catalog available from the manufacturer. Price lists accompany the catalog. Southland Mower Co., Selma, Ala.

Write in No. B27 on card, Pg. 65

Hand Tools. Described as a guide, ready reference and sales builder, the Vaco Catalog contains 40 multi-colored pages, is 8½ x 11 inches, Kalamazo punched for convenient binding into any holder, and has an 8-color cover of heavy coated stock to withstand continuous usage. Illustrations and diagrams supplement the practical information given on screwdrivers, nut drivers, pliers, wood chisels, etc. An entire 6-page section is devoted to the Vari-board merchandising displays. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

Write in No. B28 on card, Pg. 65

Plastic Pipe. Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Supplex Co., Division of Amerace Corp., 93 Worth St., New York 13, N. Y.

Write in No. B29 on card, Pg. 65

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most

(Continued on page 54)

TAB PULLS
OUT TO
HANG
→

packed with consumer buy appeal

NEW GREENLEE

perma pak

**NEWEST AND BEST WAY FOR YOU TO DISPLAY AND SELL BITS AND CHISELS,
NEWEST AND FINEST WAY FOR YOUR CUSTOMERS TO BUY AND KEEP THEM!**

Sparkling new Perma-Pak . . . *exclusive with GREENLEE* . . .
gives bits and chisels greatest consumer "buy appeal." Every tool
reaches your customer *factory-sharp*, in a permanent container. Perma-Pak
hangs at the workbench or fits neatly into the tool kit. Sizes boldly labeled to give
instant selection. Picture window pack easily opened for customer
inspection. Displays beautifully in your store . . . *stacks, hangs, sells!*
Only GREENLEE has Perma-Pak . . . only Perma-Pak has all these advantages
. . . and at *no extra cost!*

get this \$2.30 chisel FREE!



plus FREE 3-way Perma-Pak display

You get this display
and chisel FREE
with your order for
SAMPLER SET No. 222
shown at right.

SET CONTAINS:

13 fastest sellers: 9 Solid-
Center Auger Bits, 1 Ex-
pansive Bit, 3 Chisels.

YOUR COST...\$14.57

YOUR PROFIT...9.58

ORDER NOW FROM YOUR WHOLESALER
offer expires July 31, 1958



GREENLEE TOOL CO. 1825 Herbert Ave., Rockford, Ill.



Southwestern POLYETHYLENE PLASTIC PIPE

now comes to you with a permanently impressed brand not only on NSF pipe, but on our "Thrift-Line" tool! Wherever SOUTHWESTERN POLYETHYLENE is used it can be quickly and positively identified because SOUTHWESTERN'S name won't rub off.

Tested and proven in thousands of applications, SOUTHWESTERN'S POLYETHYLENE PLASTIC PIPE merits your confidence when it is sold to your trade.

SEND THE COUPON TODAY
FOR ADDITIONAL INFORMATION.

Mail Today!

Gentlemen:

☐ Please send me additional information.

☐ Please have APPLICATION ENGINEER call.

NAME

POSITION

ADDRESS

CITY STATE

"Use Southwestern... to be sure"



asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. B30 on card, Pg. 65

Pliers. A catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. The catalog is in color and illustrates the different tools. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

Write in No. B31 on card, Pg. 65

Paint Sprayers. The complete, speedy paint sprayer line of the company is illustrated and described in an available catalog. W. R. Brown Corp., 2699 N. Normandy Ave., Chicago 35, Ill.

Write in No. B32 on card, Pg. 65

Fishing Equipment. All-new lines, designed to fit special angling situations, are featured in the company's colorful catalog. Among the items described are the Steelheader and Salmon Taper fly lines, color-metered Platyl monofilament, and the braided dacron Snag King. The Line Saver is one of the many fishing aids and packaging innovations to be highlighted; the device allows attachment of leaders and other terminal tackle without "knot loss." Plastic vest pocket dispensers for closed-face-reel spinning lines, and the plastic lure box for flies, bass bugs, spoons, plugs, and lures, are all fully illustrated and described. B. F. Gladding & Co., Inc., South Otselic, N. Y.

Write in No. B33 on card, Pg. 65

Fishing Tackle. A complete printed and photographic description of American Tackle products, including 161 rods, 62 reels, all types of fishing line, tackle box, extensive list of Al Foss lures and artificial baits, as well as True Temper belt axes and ice chisels, is contained in the company's 1958 catalog. Merchandising and distribution policies are printed inside the front cover. American Tackle and Equipment Co., A and Somerset Sts., Philadelphia 34, Pa.

Write in No. B34 on card, Pg. 65

Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

Write in No. B35 on card, Pg. 65

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for vari-

ous types of roofing, siding and trim as recommended by leading trade associations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Write in No. B36 on card, Pg. 65

Building Materials. Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. B37 on card, Pg. 65

Fishing Items. Sixty-eight pages covering thousands of items make up the 48th edition of the company's catalog. The 1958 catalog itemizes the entire H-I output for every kind of fishing, including tubular and solid glass, bamboo, and steel rods; fly, casting, spin, and saltwater reels; nylon, linen, and cotton lines; artificial baits, spoons, spinners, flies, and lures; floats, leaders, sinkers, hooks, nets, and landing bows; and the complete line of accessories. Featured is a trio of matched rod, reel, and line for spin-casting. Horrocks-Ibbotson Co., Utica, N. Y.

Write in No. B38 on card, Pg. 65

Marine Wear. Nauti-Togs, a line of marine casual wear by Tapatco, are described and illustrated in a four-page folder offered by the company. There are 32 products for men and women boating enthusiasts in nautical colors of red, white, blue, and navy. The American Pad & Textile Co., Washington St., Greenfield, Ohio.

Write in No. B39 on card, Pg. 65

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. B40 on card, Pg. 65

Water Systems. A Burks Water System catalog designed with separate sections for dealer helps in selling, specifying and job-planning is now available. Besides the inside story of pump features, each section gives general information about capacities, depths, etc., and shows typical installations. The Price List and Specification Book gives prices and includes performance tables, identifi-



This summer make your store "Headquarters for Outdoor Living and Lighting"

General Electric provides you with a complete display kit—13 different display pieces—that features G-E Bulbs for outdoor lighting and also sells outdoor lighting fixtures, barbecue and

picnic supplies, sporting goods and games, and other items for outdoor living. Your own outdoor living display—using this window as a guide—will pay off with big profits this summer.

FEATURE THESE GENERAL ELECTRIC BULBS FOR OUTDOOR USE

G-E BUG-LITES

Essential for comfortable outdoor living at night. All your customers with homes need them for their outdoor sockets.

G-E PAR SPOTS AND FLOODS

Anyone with a patio or who does any outdoor living needs these weatherproof heavy glass bulbs. At \$2.20 each they offer a good profit.

G-E COLORAMIC BULBS

More and more people are learning about the exciting color effects of outdoor lighting with G-E Coloramics. A new and profitable idea for you to push.

NEW G-E YELLOW BULB DISPLAY

Here's a display included in the kit that can't help but sell G-E Bug-Lites this summer. It shows your customer just how the G-E Bug-Lite looks to most night-flying insects—explains why it doesn't attract them like ordinary bulbs do. Now's the time to order your G-E Bulbs for outdoor living and lighting.



Progress Is Our Most Important Product

GENERAL ELECTRIC

**AN UNBEATABLE
PAIR FOR PROFITS!**



THREADED CLAMP FIXTURES



**SUGGESTED
RETAIL**

No. 22— $\frac{1}{2}$ " pipe	\$2.44
No. 24— $\frac{3}{4}$ " pipe	2.76



**SUGGESTED
RETAIL**

No. 26— $\frac{3}{4}$ " pipe	\$3.86
------------------------------	--------

- Threaded fixed head for permanent clamping
- Sliding jaw moves to any position
- All metal finished in Blue Enamel
- Nickel plated main screw
- Pipe Not Included



QUICK ACTION CLAMPS



**SUGGESTED
RETAIL**

No. 33—6"	\$3.42
No. 33—8"	3.46
No. 33—12"	3.60
No. 33—18"	3.78
No. 33—24"	3.94
No. 33—36"	4.34

- Designed for speedy operation
- Steel beam (1" x 5/16")
- Movable jaw will not slip
- Finished in red enamel
- Nickel plated main screw
- $\frac{1}{2}$ " Acme thread screw
- Sliding crosspin for close operation

Dealers are doing a big job with B&C clamping fixtures. Easy sale, low cost and B&C quality can mean bigger sales for you, too. Get the facts, SEE YOUR JOBBER OR WRITE.



**THE
BRINN & COTTON
MFG. CO.**

37 POLAND STREET • BRIDGEPORT, CONN.

cation pictures, dimensions and complete accessory listings. All five of the separate sections fit into pockets inside the colorfully printed cover. The cover gives general job-figuring and planning information. Cellophane laminated over the printing increases the durability of the cover and protects it from dirt and grease. Decatur Pump Co., Decatur, Ill.

Write in No. B41 on card, Pg. 65

Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Mall Tool Co., Division of Remington Arms Co., Inc., Bridgeport 2, Conn.

Write in No. B42 on card, Pg. 65

Fishing Tackle. Pflueger's 1958 catalog includes all of the company's latest fishing tackle. Top items among the new merchandise are the "88" enclosed spinning reel and a complete new line of 39 glass fishing rods. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

Write in No. B43 on card, Pg. 65

Charcoal Cookers. A color brochure, approximately 4" x 8 $\frac{1}{2}$ ", presents the Cook 'N' Kettle line—the various units and accessories. Illustrations and prices are given, with a number of action photographs emphasizing the joy of outdoor cooking. Full description of each item is given. Cook 'N' Tools, Inc., 810 E. First Place, Tulsa, Okla.

Write in No. B44 on card, Pg. 65

Feather Dusters. A colorful catalog showing the company's complete line of turkey and ostrich feather dusters is available. The dusters come in all sizes and styles. They are fully illustrated and complete information is given on each. The company's lines of brushes and other types of dusters are contained in the catalog also. Hoag Duster Co., Monticello, Iowa.

Write in No. B45 on card, Pg. 65

Fishing Guides. Five pamphlets, each covering a different fishing technique, are available to dealers for customer - merchandising and hand-out purposes. The booklets are on bait casting, fly, spinning, salt water, and "push-button" fishing. Besides a colorful job of illustrating and describing tackle for all these different types of fishing, authoritative information is given on recommended reel-rod-line assemblies and how and what tackle might best be used under certain angling circumstances. Experts, two of who are World Champion Caster Ben Hardesty and "Gadabout" Gaddis, well known fly fisherman, have helped author the booklets. The Shakespeare Co., Kalamazoo, Mich.

Write in No. B46 on card, Pg. 65

Mowers and Tillers. Complete literature covering the following 1958 Midland lines is available: rotary mowers—2 $\frac{1}{4}$, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$ hp; rotary tiller—2 $\frac{3}{4}$ hp with end-drive; super rotary tiller mower—3.6 hp; 7 hp Midland Bull Pup (riding tractor mounting mower and tiller); Town and Country 4 hp riding rotary mower; and 4 and 7 hp tiller-tractors. The Midland Co., South Milwaukee, Wis.

Write in No. B47 on card, Pg. 65

Water Systems and Sprinklers. A brochure giving information on the company's complete line of sprinklers and a brochure featuring the Series SJ3 water systems, the shallow-well Jet Hornet, are available. The folders are in color, are well illustrated, and present detailed specifications. Wayne Home Equipment Co., Inc., 801 Glasgow Ave., Fort Wayne, Ind.

Write in No. B48 on card, Pg. 65

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. B49 on card, Pg. 65

Sporting Goods. The 1958 D & M Spring and Summer catalog containing 32 pages of sports equipment is available. Highlighted is a newly-styled line of gloves and mitts autographed by leading baseball players. The Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Write in No. B50 on card, Pg. 65

Foot Valves. Bulletin 203, a complete outline of the company's foot valves, with recommended uses, is furnished on request. Strataflo Products, Inc., Fort Wayne, Ind.

Write in No. B51 on card, Pg. 65

Hose and Sprinklers. Colorful catalog sheets covering the 1958 line of reinforced and non-reinforced garden hose are available. The catalog sheet describing the Flexible Sprinkler gives a complete description of the new reel on which the sprinkler is packed. Identification: Catalog # 7-1657 and # 7-1557. Supplex Co., Division of Amerace Corp., 225 North Ave., Garwood, N. J.

Write in No. B52 on card, Pg. 65

Garden Hose. Catalog sheets give full information on Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

Write in No. B53 on card, Pg. 65

Pump Selector Chart. A handy pump selector chart designed to aid

A trainee taught us some ABC's



At a briefing of trainees one of the boys asked: "Can I buy U. S. Savings Bonds through the Company and have my deductions made automatically?" Frankly we had assumed that all of our employees knew all about the Payroll Savings Plan.

As a matter of fact, we've had the Plan in operation here for years. We decided to make sure that *everyone* on our payroll got full information, right away.

Our State Savings Bond Director saw to it that we got a full stock of promotional material to stimulate interest in U. S. Savings Bonds. After that he helped us to conduct a personal canvass and give everyone an application blank.

What happened next was surprising. Our employee participation jumped to a really substantial percentage. When our people had all the facts they were glad to gain the security that U. S. Savings Bonds offer them.

Today there are more Payroll savers than ever before in peacetime. Your State Director will be happy to help you install a Payroll Savings Plan or build enrollment in one already existing. Look him up in the phone book or write: Savings Bonds Division, U. S. Treasury Dept., Washington, D. C.



SOUTHERN HARDWARE



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTIC DONATION, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

SOUTHERN HARDWARE for May, 1958

plumbers, well drillers, contractors, farmers, and other users of fluid-handling equipment in choosing the right unit for the particular job at hand, is contained in a pump data folder now available. The folder gives heads, capacities, hp ratings, and other helpful information on a variety of pumps. Barnes Manufacturing Co., Mansfield, Ohio.

Write in No. B54 on card, Pg. 65

Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described on the page also. Both kits contain five screwdrivers. Upson Bros., Inc., Rochester 14, N. Y.

Write in No. B55 on card, Pg. 65

Outdoor Products. Copies of the Tapatco Outdoors folder, along with complete price information, are available to dealers. The folder illustrates and describes 16 sleeping bag styles offered for 1958, air mattresses, tents, and toboggan cushions. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Write in No. B56 on card, Pg. 65

Water Pumps. Available to dealers is a consolidated 40-page catalog showing the complete Rapidayton

line, including 2- and 3-wire submersible pumps (for wells 0 to 500 feet); shallow and deep well jet pumps; and shallow and deep well reciprocating pumps. Also manual and automatic water softeners and upright and submersible cellar drainers. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. B57 on card, Pg. 65

Fishing Bucktail. The eight sizes of fishing bucktails made by the company, together with full description of their uses in fresh or saltwater spinning, trolling, and casting are included in an available catalog. Bill Upperman, Atlantic City, N. J.

Write in No. B58 on card, Pg. 65

Gun Data. A handbook with full information on the development of shotgun chokes, how to use Poly-Chokes, picking the right gun, etc., is offered without charge to dealers. It also contains price list showing dealer net price and retail price on all types of gun repairs. Walco Sporting Goods Co., P. O. Box 1818, Atlanta, Georgia.

Write in No. B59 on card, Pg. 65

Repair Handles. A chart which determines instantly the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent

of dealer's ash repair handle requirements for garden, lawn and farm tools, shovels, spades and scoops, post hole diggers and snow tools. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B60 on card, Pg. 65

Garden Hose. A 21-page, full-color catalog — showing 15 garden hose styles, the lawn-soaker, and two lawn sprinkler styles — is available from the manufacturer. Swan Rubber Co., Bucyrus, Ohio.

Write in No. B61 on card, Pg. 65

Power Mower. A folder is available illustrating the company's complete line of self-propelled power mowers. Swisher Mower & Machine Co., Warrensburg, Mo.

Write in No. B62 on card, Pg. 65

Camping Furniture. An illustrated, fully descriptive catalog of the company's complete line of folding cots, camp stools, and other canvas-covered furniture items is available on request. Tucker Duck & Rubber Co., Fort Smith, Ark.

Write in No. B63 on card, Pg. 65

Hardware Assortments. Illustrated catalog-price list circulars, featuring the newest "Select-A-Pak" hardware assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on a separate sheet. Also included are illustrations and information on the free "Select-A-Pak" display boards, panels and layouts pertaining to the specific assortment, and which are designed to fit present dealer fixtures. Space is allowed for wholesaler imprint. Circulars are 8½ x 11 inches in size and printed in two colors. They may be used with "Select-A-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Write in No. B64 on card, Pg. 65

Fishing Reels. A colorful, illustrated 36-page catalog containing descriptions of Penn's 84 models of reels, each designed for a particular fishing need, is available to dealers upon request. Catalog No. 21 includes the new "Sea Hawk" No. 77 and #349 Master Mariner. It is filled with articles on various phases of fishing, tips on reel care and descriptions of reel construction and assembly. The catalog lists Penn's prize catches, and also includes several pages on Penn's reel parts and accessories. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

Write in No. B65 on card, Pg. 65

Rotary and Reel Mowers. A 3-color enclosure which folds to 3¾ x 7

RELIABLE
JUSTRITE
FAVORITES
THROUGHOUT
THE SOUTH!

**POPULAR PRICED,
BIG VOLUME SELLERS
THAT RING UP SALES!**

*ask your local
distributor or write
for catalog to
dept. AN-58*

**JUSTRITE
CARBIDE
LAMPS**

Famous for generations for reliability, these carbide lamps give bright, white outdoor light at low cost. Safe, easy to operate. The new cap models burn 4 hours. Hand models burn 8 hours, have automatic water feed. Both styles have highly-polished reflectors, 4-inch or 7-inch size.



No. 2-840 Cap Lamp
4-inch Reflector
Suggested Retail \$3.70

**JUSTRITE
ELECTRIC HEADLAMPS**

Active men like this easy to use, rugged, all-weather lamp that leaves hands free. Has powerful focusing beam, wide adjustable head strap, 4-foot cord, switch on headpiece. Used with regular 6-volt battery.

No. 1904-2 Headlamp With Bulb Suggested Retail \$2.95



JUSTRITE MFG. CO. Chicago 14, Ill.

inches covers the full line of Mow-Master rotary and reel type power mowers. This is available from distributors as Form P-40. Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis.

Write in No. B66 on card, Pg. 65

Horse Drawn Implements. The King line of horse drawn implements is contained in its catalog Price List No. 757. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.

Write in No. B67 on card, Pg. 65

Industrial Knives. A 52 - page, pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. The Handbook illustrates knives that are used to cut rubber, plastic, leather, and many other materials. Hyde Manufacturing Co., Department "H", Southbridge, Mass.

Write in No. B68 on card, Pg. 65

Outside Selling Wins Industrial Accounts

(Continued from page 32)

scheme experimentally himself. He has the prestige to give it a good start.

One of the big advantages of this outside selling, in any case, is that it is completely flexible and dovetails perfectly with the usual store business. The owner or manager can work at it as many or as few hours a day as he sees fit, and even select the hours, days or seasons during which the store can spare him best.

He can select the prospects whom he already knows through local business associations, fraternal or social contacts, being careful, of course, not to try conspicuously to go over the actual buyer's head. He can pick out the best credit risks and the large-volume buyers, and in every way "rate himself along" according to his individual needs and favorable conditions.

Moreover, and perhaps most important of all, the plan calls for no additional original cash investment, no expensive new equipment, enlargement of the store nor extra advertising expense. It just calls for a little more fortitude, sweat, gasoline and time.

Of course, in time, inventories will have to be expanded by perhaps 10 to 15%, especially in selected maintenance items in local demand. But most warehouses and stores can be re-arranged gradually to accommodate this additional stock, particularly since most of it

Get fast sales, quick turnover
and good profits with

TAYLOR MADE CHAIN!

TM BBB and PROOF COIL in
rugged, easy-to-use TAYPAILS



TM Tappails with Color-coded and Tape-measured BBB and Proof Coil Chain are best sellers with jobbers and dealers everywhere. They stack easily for effective mass displays—hold approximately 100 pounds of 3/16", 1/4", 5/16" or 3/8" chain.



TM CHAIN DISPLAY STAND

A traffic-stopper—a weldless chain department in itself. Handy, easy-to-use chain cutter speeds and simplifies sales. Stand holds seven reels—occupies less than two square feet of floor space.

Jobbers' and dealers' salesmen are picking up good TM Chain orders regularly from all types of industry. They're selling everything from famous TM Triple-Safe Alloy Chain down to No. 22 Jack Chain and the full line of TM Chain attachments. Taylor Chain's 84-year reputation for quality chain... a complete and effective assortment of sales promotion material, and Taylor's hard-hitting national advertising in Business Week, Steel and a host of other top trade publications, are factors that speed turnover—boost your profits. Get started with this alert and progressive company right away—write today for details.



Clevis Grab Hook



Grab Hook



Cold Shut



Repair Link



Connecting Link

Chain is our specialty, not our sideline!

TAYLOR MADE
A GREAT NAME IN
Chain SINCE 1873

S. G. TAYLOR CHAIN CO., INC.
Plants: Box 589, Hammond, Indiana
3505 Smallman St., Pittsburgh 1, Pa.

does not have to be displayed.

Among the items that Duvall's has added or increased in their stock are special industrial paint products and accessories, high-speed electric drills, heavy-duty drills, carbide-tip drills in wider assortments, sheet-metal screws, and other similar items.

Regularly-stocked retail items which also sell well for maintenance purposes include power tools, hand tools for both carpenter and mechanic, paint brushes, shelf hardware such as fasteners and brackets, screws, bolts, nails, tacks, replacement lamps, brooms, mops, pails, door mats, cleaning materials, vacuum cleaners, small electrical supplies, wire, pipe, valves, fittings, wire brushes, pulleys, shackles, cement, roofing, lime, rope, chains, step ladders, garbage and waste cans, floor polishers, sanders and many other items already in stock.

Price lists of available items can be printed up and distributed, and experience gained from successive calls will soon supply a backlog of information on the items in demand in each area and industry. Many customers will expect their suppliers to carry everything they

need, for service is more important than price, at least in hurry-up cases. Most of the orders, particularly for routine items will come in by 'phone after the account has been established. It goes without saying that every effort should be made to make delivery the same day, even if occasional items have to be "picked up" specially from wholesalers or other stores. Deliveries are made with a light truck every afternoon, but oftener in emergencies.

This delivery feature alone is a big selling advantage for the retailer, as on small orders jobbers often tend to be slow or not to deliver these at all. Also sometimes a maintenance man will have to go to two or three distributors to pick up the different materials he needs. Naturally he'd prefer them all delivered by one retailer.

Often the best way to get an "in" on the business is to find out what items the buyer is having trouble or delay in getting, or which products may not have proved satisfactory from other sources. The main thing to accomplish with the early calls is to gain the buyer's confidence in you and your firm.

Later they will call up themselves and ask for what they need.

Prices tend to run in the "industrial" range with markups somewhat less than for in-store sales; but volume and repeat orders make up for this.

Duvall's have opened up more than 50 new commercial accounts in two years of solicitation, most of them substantial buyers. While they have been doing this, three other retailers have been forced out of business in their immediate area.

Duvall's keep their stock well departmentized and systematically organized for quick and easy order filling.

With the boss on the "road" part of the time, it is also important to have at least one man, usually the store manager, fully trained in maintenance lines so that 'phone orders can be speedily and accurately handled. A simple mistake in retail selling can usually be rectified, but on a maintenance order it is more serious because labor time is involved. While any experienced clerk can handle many of the orders, at Duvall's Manager C. P. "Shorty" Younts also is capable of handling those requiring someone to take the initiative and responsibility.

Little paper work is involved where the owner does the selling, but an outside salesman should make regular reports on calls and follow-ups.

Another advantage of industrial sales is that this is normally a 12-months a year business. Major overhauls tend to be made in whatever is the off-season for the buyer, but many items are ordered in all seasons. Also the sales do not often come "in bunches" such as having 10 people at the counters at once on a busy day.

Still another angle is that maintenance work is normally an all-male deal. For this market the hardware business returns once more to the old days of masculine tools and real hard goods which some dealers prefer if only for a change of pace and for the familiar selling techniques.

Personal calls are also good advertising for a hardware store and all of its retail lines; for most of the individuals called on buy also for their own homes and gardens.

Duvall believes it's impossible to lay down any "blueprint" for outside selling because every contact is individual. It has some points in common with over-the-counter selling, but on the whole requires a more-specialized product knowl-

DEPENDABLE . . .
another way
of saying
Rugged Robert



Every wise customer knows that Rugged Robert means **DEPENDABILITY . . . superior QUALITY.** That's because all Rugged Robert products are made of the very finest materials under the most exacting specifications.

Thousands of people always ask for the Rugged Robert Brand by name.

Fast-selling Rugged Robert Products include pliable, galvanized solid and twisted clothesline . . . high-quality swing and well chain, in 2/0 and No. 3 size, boxed and on spools . . . and the smart-looking, fast-selling broom rake.

All Rugged Robert products are perfectly packaged for immediate re-shipment. Get your share of this "PLUS BUSINESS today! Write or call us for **YOUR** supply!



Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

RUGGED-ROBERT
BRAND

edge and a higher caliber of salesmanship, flexibility, patience and persistence. The main idea is not to be in a hurry and not to give up. Sell service and quality rather than price alone, and always bear in mind that it's a long-range deal.

Some dealers in suitable areas can also stock and sell heavy maintenance items for factories and builders, if time, space and capital permit. Competition is a little tougher in this field from wholesalers and direct factory buyers.

Cut-price outfits cause some trouble in the maintenance field, but are shy on service and most of them eventually go out of business, to make way for others of the same kind.

Duvall can see no "ceiling" yet in sight on industrial sales for any sizable community. The demand is there, and with the right stock and service it is possible to extend the field of solicitation as far as time and total capacity permit. A five-mile radius from the store can be readily handled as a starter, he points out.

The business philosophy is simple and fundamental: human contacts are the essence of all sales—when ever conditions fail to bring enough prospects into the store, it is natural to go where the people and the business are. This extra effort is especially worth while when repeat orders are involved.

Incidentally, Duvall has recently rented a private parking lot for 25 cars within 75 feet of the store. This is effective but expensive, and he plans to bring in supplementary revenue by merchandising lawn and garden supplies, power mowers and outdoor furniture in this space. The additional signs and displays will also attract more attention to his store and help him capitalize on the shortage of good hardware outlets and free parking in the whole central area. He also is planning to revamp and modernize the store's entire display and self-service area to cash in on the heavy motor traffic now passing the store, often headed for suburban shopping areas.

The "Back Room" Is Moving Slow Items

(Continued from page 33)

can supply it through assistance of manufacturers' salesmen who may be able to pick up these obsolete items while making their rounds of the stores.

Another benefit of the back

room, Hurdle points out, is that he can dispose of merchandise which may be slightly damaged in freight transit. In that way he is able to move it without suffering loss and at the same time he avoids the inconvenience and time of making a complaint against the shipper or transporter and getting an adjustment.

The principal advantages of the "Back Room," Hurdle explained, are that it helps liquidate obsolete or damaged inventory with the dealer getting at least his costs out of it; it provides cash to purchase

new merchandise; and it serves as a convenience to customers who save considerably on the items they purchase.

Several outside salesmen who have noticed the innovation have suggested that it might be better to place the old merchandise well up in front where it could be seen more easily. But Hurdle disagrees, pointing out that it would only clutter up the sales area and gather dust. Placing it well out of the way in the back, he contends, has the double function of storing as well as displaying; also, it tends to

MEET THE twinedomes TWINS

space-saving merchandisers
FREE with every shipment

VERSATILE RACK

Comes with half-gross pack. Hangs on pegboard, or can be used as free-standing counter or shelf display. Holds 12 Twinedomes. Will make sales and profits for you automatically the year 'round.



COLORFUL DISPLAY CARTONS

Just open and you have a compact counter or shelf merchandiser for impulse sales. Twenty-four display boxes, each packed with six Twinedomes, come in the full gross shipping carton.

twinedomes DISPENSER-CONTAINERS . . Full balls of quality twine in handy disposable containers designed for placing or hanging wherever twine is used. There are Twinedomes Twines for every home and garden need . . . all top sellers.

Order from your jobber or write for catalog sheet and prices.



THE LINEN THREAD CO., INC.

418 GRAND STREET • PATERSON 12, N. J.

Makers of Quality Twine Since 1784

New York • Chicago • San Francisco • Boston
St. Louis • Baltimore • Gloucester

glamorize the section so that it has more public appeal.

Excerpts from the Address of Joe W. Pitts

(Continued from page 43)

dise and new display materials.

It is our responsibility to carry our customers when their accounts become delinquent. What gets us, though, is that there are all too many so-called hardware wholesalers who don't accept such credit risks, who don't travel men, who carry just a "shirt-tail-full" of merchandise and do most of their business on a direct basis, who, nevertheless, get exactly the same consideration from certain manufacturers as do those of us who believe ourselves to be full-line distributors.

The greedy desire to maintain or exceed the volume of lush years, without regard to known facts, has placed us in the position where we find ourselves today. Until we learn to say "no" at the right time, instead of "yes" at the wrong time, the business graph of our own operation will continue to reflect an

ever-mounting volume increase that will be more than offset by a rapidly plunging profit decrease, a most alarming and disastrous situation.

May I say a word now about the 2% cash discount problem? Suffice to say that it is a crying shame that a wholesaler must give a cash discount which he in turn does not receive on his own purchases. Our net profit figure has declined 49% during the last seven years, and a substantial portion of this decline has been brought about by our having had to absorb items of this nature, which we are powerless to pass on to our customers.

The next thing I'd like to mention is the branch warehouse problem.

Yes, I know what the manufacturer's answer is, that you've had to put in these warehouses in self-defense. But this won't hold water. You manufacturers are going to have to have the guts to say "no" to such requests, just as we wholesalers are going to have to learn to say "no" to an unprofitable order.

We know it costs you money to operate a branch warehouse, and, since one of our main functions is to carry an adequate inventory, we

wholesalers expect to pay a premium when we find ourselves caught short and are obliged to pick up items locally. Continue your branch warehouses, if you must, but be sure that they stand on their own feet when it comes to paying their costs of operation.

The way manufacturers handle our orders is most important, not only to us, but even more so, to our own customers. If you can't make prompt shipment, tell us so, and let us know about when you will be able to, and then either live up to that promise, or let us know that you can't. Keep us up to date with current price lists and catalogs, and send us salesmen of a type that you would like to have calling on you. Have a policy that you can be proud of and stick by it, and don't be afraid to put it in writing when requested.

A manufacturer having good representation in a territory should not attempt to get every wholesaler as his outlet. It not only causes his wholesalers to lose interest, but it also tempts competing manufacturers to set up competing wholesalers, who sometimes are not actually wholesalers.

Keep in mind the ever-mounting freight rate increases that we are confronted with and caution your traffic departments to always route our shipments the cheapest possible way, unless we instruct you otherwise.

Give us a lift, if you will, when, due either to our own faulty buying or to conditions beyond our control, we find ourselves with an excess quantity of your merchandise on hand and ask that you help us move it, either to another distributor or to you, in which case we naturally expect to pay transportation and a reasonable handling charge.

R. C. Neely's Address

(Continued from page 48)

six months of 1958 compared with this same period in 1957; and for the entire year 1958, the average was 93% or a 7% loss in sales in 1958 compared to 1957.

The analysis of our current trend of sales and profit looks rather unfavorable and I am certain that all of us are consoling ourselves with the thought that what else can be expected during a general "recession" such as we seem to be experiencing at present.

However, for several years and



NUTS BOLTS SCREWS WASHERS

Easy on the eye

attractive
package
facilitates
both stocking
and handling.



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ATLAS SCREW & SPECIALTY CO.
450 BROOME STREET • NEW YORK 13, N. Y.

during some generally prosperous years there has been much dissatisfaction in the wholesale hardware trade over the downward trend of profit; and along with this, considerable uncertainty as to what the future may hold. This feeling of uncertainty has, of course, been accentuated by the current recession.

So the time seems opportune to attempt a critical analysis of our operations to determine, if we can, to find whether there are some basic weaknesses which can be corrected; and along with it, attempt an appraisal of the probable future of hardware distribution through the full-function wholesalers.

Here's the situation as I see it. There were about 10 years of very satisfactory profits in this business during and immediately following World War II—or, roughly, during the period of 1941-1951.

Sales were made easily, the rate of inventory turnover was high, competition was not troublesome, and price cutting was little in evidence.

This generally prosperous period was followed by these recent few years when the pipe lines of supply have again been filled and once again it has taken real sales and promotion effort to move merchandise.

An important factor, in the less favorable trend in these recent years, has been the fact that we have not had the advantage of steady appreciation in the value of our inventory, as was the case during the preceding period. And, one other thing which should not be forgotten is the fact that most all of us are now delivering our merchandise to the dealers, and this has added something to our operating expense.

So the perfectly natural result of keener competition, higher selling and promotional expense, loss of appreciation in value of inventory and the additional expense of free deliveries—all this, as could only be expected, has meant declining profit figures in recent years.

We note that much the same situation is found in the distribution of other durable goods lines.

Nevertheless, we seem to feel the certainty of continued keen competition during the years ahead. So, it seems necessary to try to determine where and how we might improve our operations, reduce our operating costs, and attain the maximum rate of operating efficiency.

So the question arises, "Where Do We Go from Here?"

Many of us are trying to increase the efficiency of our operations by the improvement of warehousing practices and office and accounting procedure—the new warehouses which have been and are being built, the old warehouses which are being modernized, the mechanical handling equipment, the new methods of billing, of accounting, etc.—in other words, anything that has been or is being done to speed up the movement of merchandise, increase operating efficiency and decrease operating costs.

There are other possible future developments along this line.

There is, for instance, analysis of costs—determining what it costs to sell individual items and lines ahead of applying a flat percentage on all lines alike. Then there is job analysis, or setting time standards for various jobs. There is also, consideration to be given to incentive plans of payment or some other means of enlisting the active interest and whole-hearted support of the employees.

There is for many of us an apparent bright prospect for the hardware industry in general, and for the wholesale hardware trade in particular, where every effort

PICTURE OF A WOMAN RENTING A RUG SCRUBBER



This typical rental customer came in to rent a Clarke rug shampoo machine—and she's going out with a carload of merchandise, things she decided to buy once she was in the store. Income from the transaction is a sizable sum and it's all directly derived from the Clarke rental department. That, after all, is what brought her into the store.

You, too, can reap handsome profits from customers like this by establishing a Clarke floor machine rental department in your store. The Clarke rental plan offers you a complete line of finest machines plus all sorts of merchandising aids to increase your store traffic, sales and profits. Write for details.

Clarke

SANDING MACHINE COMPANY

675 E. Clay Ave., Muskegon, Michigan

Authorized Sales Representatives and Service Branches in Principal Cities
In Canada: Clarke Sanding Machine Co. (Can.) Ltd., 21 Advance Rd., Toronto 18, Ont.



Floor Polisher



Floor Sander



Wet-Dry Vacuum Cleaner



Floor Edger



Rug Shampoo Machine

is made by each of us to keep fully abreast of the times in the application of time-saving and labor-saving warehouse and office equipment, in the application of modern business methods, and in ways and means of building up a loyal and hard-hitting organization.

I sincerely feel the present conditions offer a real challenge for each of us and those that accept the challenge and get out to do something about it in a constructive and methodical manner will be rewarded with an ever increasing sales volume and an even more satisfactory net profit. We can all exercise WISDOM in our pursuits, and I am reminded of the adage that "Wisdom is the difference between pulling your weight and just throwing it around."

♦

President May's Address

(Continued from page 48)

If you have an infallible recipe for its improvement you have something which can be readily sold in large volume without fear of present or future competition.

This is our time to come to life as hardware wholesalers, because today more than at anytime in the last five to 10 years our dealers are depending upon us for merchandise—not merchandise to be ordered for delivery in 30 to 60 or 90 days, but merchandise to be delivered in one-two-or three days.

This is our day to render "service." "Service" to our dealers means these things: quality hardware, competitively priced, accurately shipped and quickly delivered. Give us those four ingredients and we will produce loyal dealers and insure for them and for wholesalers, a group of thoroughly satisfied customers.

It is an utter impossibility for any manufacturer to match this "service" for the dealer, and the dealers cannot possibly equal this "service" except from another wholesaler. This is a "service" that only we, the wholesalers can give consistently and we must sell it to both our dealers and our suppliers each and every day.

In order that we may efficiently and properly render this type of "service" we, the wholesalers, have consistently invested more and more in modern warehouses, modern equipment, streamlined our office procedures and equipment, initiated and supported employee

training programs, and installed efficiency methods without end.

As a result of these changes and improvements we have more capital invested in our industry than ever before. We must make it work more efficiently to justify our investment.

As a result of these improvements and investments "service" at times gets out of balance. One dealer gets his invoice before the shipment is received and that is not to his liking. Another dealer gets his shipment prior to the receipt of his invoice and that is not to his liking.

To keep our dealers competitive we must offer them considerably more than quick shipment and courteous treatment.

Our dealers are now asking and receiving cooperative advertising from us and finding that with an advertising plan, supported financially by manufacturer, wholesaler and dealer that the dealer cost is not too great and in many instances the results are excellent. These advertising plans should list only the dealers' names, for it is our belief that to list our name as the distributor on dealer advertising will lead only to future trouble, whether the medium be newspaper, radio or TV.

Sales meetings for dealer salesmen are being held by many wholesalers with the active cooperation and participation of manufacturers, wholesalers and dealers. These meetings have been instructive and have added greatly to the product knowledge of both wholesaler and dealer salesmen.

During the past year our own salesmen have conducted sales meetings for our dealers and we have found this particularly effective on ammunition, guns and rifles, and on lines of appliances on which we have controlled and exclusive territories.

The independent hardware retailers do not have a monopoly on competition but they surely have their share. Competition is tough but ethical, and some is just simply tough.

Sometimes we are almost convinced that "hardware" must be basically feminine, it is the most alluring, the most attractive and the most enchanting business known to man, and the records prove it. There are more retailers, other than hardware stores, carrying and trying to sell hardware than any other type of merchandise.

Some types of hardware retail

competition may not be ethical from our point of view but so long as they are not held illegal they must be tolerated and fought.

It has been perhaps accepted too generally that we were living in an era when price stabilization was assured, that even if there might be a price change that due to union contracts the only change must be "up."

There are very few lines indeed that can maintain firm prices based on high union wages when the going gets tough.

When people are able to buy what they want we have prosperity. When people buy more than they consume we have inflation. When people buy only what they need we have a depression. When we have scarcity and inflation prices cannot be controlled. When we have surplus and depression prices cannot be controlled. The time is here for prudence and good judgment in inventory and purchasing control. If you don't exercise it you may get the rug pulled from under you.

It would seem that this might be an excellent time for the manufacturers and wholesalers to state their future sales policies in positive terms.

The manufacturer's sales policy should not be for pleasant reading by the wholesalers and our dealers, but should state in no uncertain terms whether he is distributing through the wholesaler exclusively, or whether he is distributing through both the wholesaler, the department stores, chain stores, discount houses and any other outlets that may seem expedient.

If the manufacturer also has an industrial division he might also state his sales policy with that division.

We the wholesalers are certainly not without our sins. Why don't we carry and sell, with knowledge, one brand and quit scattering our little business all over the lot and make it possible for one manufacturer to value our account.

And if we, like the manufacturers, have an industrial division, and all of us do, let's police it, let's quit "bootlegging" and give our dealers a break. Suppose we do what we want our suppliers to do, formulate a sales policy protecting our dealers.

As for the future of our industry we will survive this year just as we have survived bad years in the past. Our future will be what our past has been, just what we choose to make it.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

MAY, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

MAY, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

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can help
you get
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No Postage
Stamp Necessary
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FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

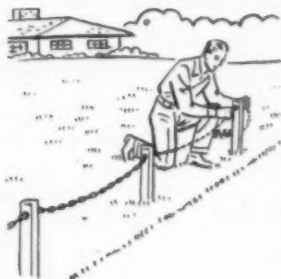
806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA





✓ Check List of Popular AMERICAN Chains for Your "Do-It-Yourself" Customers...



• The "Do-It-Yourself" idea can no longer be shrugged off as a fad or a passing fancy. It has gathered such momentum that it has become a national habit—a *good* habit that today is shared by your own customers.

AMERICAN CHAIN helps you to cash in on this wholesome habit by offering a wide assortment of chains for countless "Do-It-Yourself" uses. Perhaps no other kind of goods you sell has so many uses in and around the home as your AMERICAN CHAIN line. You will find it profitable to stock and display prominently a complete assortment of AMERICAN CHAIN items all year round.

For prompt service, order from your AMERICAN CHAIN wholesaler.

Sell AMERICAN Chains for:

- | | |
|---|---|
| <input type="checkbox"/> Garage doors | <input type="checkbox"/> Furnace regulating |
| <input type="checkbox"/> Pipe hanging | <input type="checkbox"/> Fire escapes |
| <input type="checkbox"/> Porch swings | <input type="checkbox"/> Ornamental uses |
| <input type="checkbox"/> Playground equipment | <input type="checkbox"/> Furniture braces |
| <input type="checkbox"/> Lawn borders | <input type="checkbox"/> ...also snaps |
| <input type="checkbox"/> Gymnasium equipment | swivels |
| <input type="checkbox"/> Dog runners | repair links |
| | cotter pins |

ACCO Chain Sales-Maker

Your customers will buy chain when they can see it and feel it on your ACCO CHAIN SALES-MAKER. Pictured at right is Assortment No. 38, our most popular one, containing—

- 175 ft. 2/0 Tenso Chain, Bright Zinc Plated
- 125 ft. 3/0 Lock Link Chain, Bright Zinc Plated
- 200 ft. 3 Tenso Chain, Bright Zinc Plated
- 75 ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 100 ft. 35 Sash Chain, Bright Zinc Plated
- 200 ft. 1/0 Brass Safety Chain, Bright Finish
- 200 ft. 16 Double Steel Jack Chain, Bright Zinc Plated

ACCO's New Packaging Makes Selling Easier

The newly designed ACCO packages, in attractive blue and gold, make it easy for customers and salespeople to locate any packaged chain item in seconds. Display these colorful packages on your shelves and counters for your "Do-It-Yourself" customers' convenience.

Order from your nearby
AMERICAN CHAIN wholesaler



American Chain Division AMERICAN CHAIN & CABLE

York, Pa., Atlanta, Boston, Chicago, Denver, Detroit,
Houston, Los Angeles, New York, Philadelphia, Pittsburgh,
Portland, Ore., San Francisco, Bridgeport, Conn.

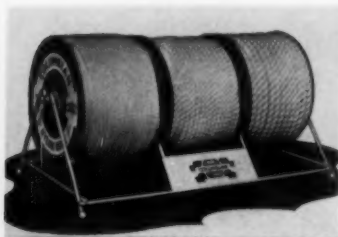
Better
Value

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 65

Rope Merchandiser

A display rack for small reels of nylon and polyethylene rope was introduced recently by the Columbian Rope Co., Auburn, N. Y. It holds three reels of $\frac{1}{4}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " diameter, Columbian "Stabilized" Filament Nylon Rope or $\frac{1}{4}$ " and $\frac{3}{8}$ " diameter, of Columbian High-Tenacity Polyethylene Rope.



The rack can be displayed on a shelf or counter, or on the top shelf of a Pick-Me-Up Merchandiser which was recently designed for Columbian Rope's new 50 ft. and 100 ft. Manila rope coils.

The new rack comes, delivered at no extra cost, with an order for three reels of the purchaser's choice to stock it. For more information—

Write in No. Y1 on card, Pg. 65

Ice Crusher Promotion

With every Model 347 Wall Ice-O-Mat ice crusher the Rival Manufacturing Co., Kansas City, Mo., ships through June 1, a pair of "copper touch" handy ice tongs will be included at no extra cost (a regular \$1.00 retail value). In addition, the dealer receives a silk screened display complete with tongs when he buys six



of the featured Ice-O-Mats from his distributor.

The Ice-O-Mat and handy tongs are packed in the same individual carton to facilitate handling and stock control. Dealer ad mats are also available. For more information—

Write in No. Y2 on card, Pg. 65

Wallgrips Display

A colorful eye-level merchandiser for Star Wallgrip, the folding-wing fastener for mounting fixtures to hol-



low walls, is offered by Star Expansion Industries Corp., Mountainville, N. Y.

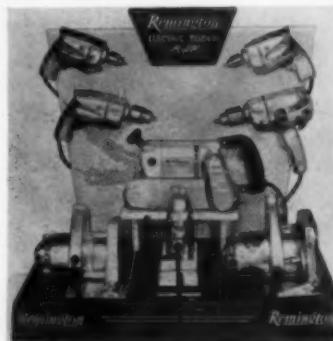
The metal rack holds 48 "plasticards," each with two popular-size Wallgrips sealed in vinyl. Fully assembled when shipped, it is ready to be set up on a counter, attached to a peg board, or mounted on a cabinet door.

The display, which costs no more than standard packaging, comes complete with 50 consumer instruction sheets and a demonstration block with an expanded Wallgrip installed. Included are three dozen plasticards with two Wallgrips each, $\frac{1}{8}$ " diameter, short; and one dozen cards with two Wallgrips, $\frac{1}{8}$ ", long. Overall dimensions of the display rack are $7\frac{1}{2}$ " wide by 17" high. Shipping weight is 5 lbs., Catalog No. 2748-8. For more information—

Write in No. Y3 on card, Pg. 65

Power Tool Displays

Three types of all-metal point-of-purchase display racks for power tools are made available by Mall



Tool Co., Division of Remington Arms Co., Inc., Bridgeport, Conn. The

red and white display racks are constructed to hold various assortments of portable power tools, and are free of extra charge to dealers placing specific tool orders.

Included in each display are combinations of the three basic home workshop tools: the drill, the orbital sander, and the circular saw.

The largest of the three displays, the R 500 (shown), holds four portable drills (three different models ranging from 1/4" to 1/2"), a belt sander and an orbital sander, and two power saws. The total assortment that comes with the rack includes four additional drills and two more saws, representing a dealer profit of \$178.67.

The R 250 display holds a 1/4" drill and a 3/8" drill, two circular saws and an orbital sander. The total assortment includes one other 1/4" drill. These tools represent a dealer profit of \$79.93.

The smallest of the three new displays, the R 125, is designed to hold a total assortment of one 1/4" drill, a circular saw and an orbital sander. The three tools represent \$37.80 profit to the dealer. For more information—

Write in No. Y4 on card, Pg. 65

Screwdriver Display

The UP-39 Peg Board Assortment of Upson Standard Screwdrivers is offered by Upson Bros., Inc., Rochester 14, N. Y. The colorful display

with crystal clear plastic shelf is free, and is designed for hanging on wall or standing on counter, or the shelf may be hung separately. Price and type number is printed for each item. Requires 11 inches of space.

The display, packed one to a carton, holds 39 drivers, nine sizes of the fastest moving numbers. These include two types, 31 slotted head and eight crosspoint, and are as follows: six each of UA-2, UA-4; five each of UB-4; four each of UA-6, UB-7, PA-4, PB-4; three each of UB-2, UC-6.

Weight is 7 1/2 lbs.; list price, \$30.50.



For refills, all numbers are in open stock, packed six per box except UA-2, one dozen. For more information—
Write in No. Y5 on card, Pg. 65

PRINTED HELPS

and other sales aids for 1958

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Write in No. Y6 on card, Pg. 65

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No.



Hydro-Flite

WATER SKIS

Designed, Endorsed and Used by Champions!

One look and you'll know Hydro-Flites are built to do a job! Every line, every feature spells quality to the prospective buyer. The Hydro-Flite lines include competition models designed, endorsed and used by International Champion, Willie McGuire. Beginners and experts alike put their faith in these great skis! Hydro-Flite is a complete line — 16 models to fit every water skiing need, plus a full line of highly saleable accessories! And they're priced to keep you on top of the sale. Here's the proven best in water skis — profitable HEDLUND HYDRO-FLITES!

Your customers are pre-sold on Hedlund through powerful national advertising in leading sport and boating publications.

Orders for the South shipped from our plant in Opelika, Alabama!

"THE SKI WITH A PEDIGREE"

Hedlund

HEDLUND MANUFACTURING CO.

HOME OFFICE AND PLANT: NOKOMIS, ILLINOIS

PLANT: OPELIKA, ALABAMA



HAVE YOU CONSIDERED THE MANY ADVANTAGES OF A BELT DRIVE AND BIG WHEELS IN THE HEAVY DUTY CLARK ROTARY MOWER?

BIG WHEELS with ball bearings mean easy rolling on all types of terrain, banks included.

BELT DRIVE means no more bent crankshafts regardless of what you might hit. If your customer has a small yard, a school yard or an institution, there is a BELT DRIVEN CLARK ROTARY MOWER WITH BIG WHEELS TO DO HIS JOB BETTER AND EASIER.

Standard equipment includes hand throttle, big Wheels with heavy duty tires, Recoil starter, special alloy steel one piece blade, front spray chute and all welded steel construction.

MR. DEALER: WRITE FOR FRANCHISE INFORMATION TODAY.

CLARK MANUFACTURING CO.

2468 MELVILLE ROAD
DECATUR, GA., U. S. A.

PHONE DRake 7-3361

3, \$1.50 per doz.—list price is \$16.00.
For more information—

Write in No. Y7 on card, Pg. 65

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long - leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. Y8 on card, Pg. 65

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. Y9 on card, Pg. 65

Petersen Mfg. Co., Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vice-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Write in No. Y10 on card, Pg. 65

Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. Y11 on card, Pg. 65

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. For more information—

Write in No. Y12 on card, Pg. 65

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Write in No. Y13 on card, Pg. 65

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which

allows vertical or horizontal item arrangement. Stanley products are now visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. Y14 on card, Pg. 65

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self - service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—

Write in No. Y15 on card, Pg. 65

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high, with a 9" diameter base. For more information—

Write in No. Y16 on card, Pg. 65

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. Y17 on card, Pg. 65

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Write in No. Y18 on card, Pg. 65

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Hand screws, Press Screws, etc.). Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

Write in No. Y19 on card, Pg. 65

The Moto - Mower Co., Richmond, Ind., offers to dealers a 50-50 co-op advertising plan (unlimited) in addition to a number of other sales helps.

Each preferred dealer is sent a window display kit which includes window streamers, jumbo display cards, wall charts, authorized dealer decals, and consumer folders. A lawn care folder called "How We Built the Most Beautiful Lawn in Town" is made available to dealers as a give-away to persons who visit the store or as a direct mailing piece. Dealers are charged \$2.00 per 100; \$15.00 per 1,000. For more information—

Write in No. Y20 on card, Pg. 65

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Write in No. Y21 on card, Pg. 65

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. Y22 on card, Pg. 65

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full - color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. Y23 on card, Pg. 65

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser

Tops in the Field



Tapatco
the only Complete line
available anywhere



120 STAY-A-FLOAT



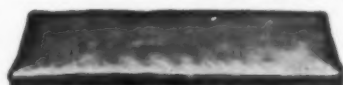
612 PLASTISOL RING BUOY



214 MOTOR BOAT LIFE VEST
(Coast Guard Approved)
(Attachable leg straps available)



335 HARLEQUIN PLAID CUSHION
(Coast Guard Approved)



340 MOTOR BOAT SEAT CUSHION
(Coast Guard Approved)



811 PLASTISOL BOAT FENDER



792 DELUXE YACHT CAP



440 THE SUBURBAN



215 WATER SKIPPER

"You can't buy better...
to save your life"

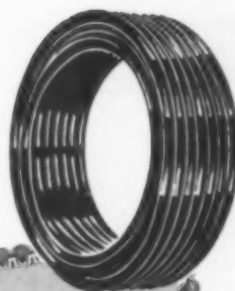
Write for
free literature



THE AMERICAN PAD & TEXTILE CO.
GREENFIELD, OHIO

Trenton, N. J. Fairfield, Calif. New Orleans, La.
In Canada: Tapatco, Ltd., Magog, Quebec

JOIN THE "can't lose" Flexible Plastic Pipe Contest



you're sure to win
customer satisfaction with

**GUARANTEED
RIGHT IN WRITING**

CresLINE

FLEXIBLE PLASTIC PIPE



...you may also win one
of 4 trucks...in addition
to one of 100 other prizes in the
DU PONT PLASTIC PIPE CONTEST!

Cresline is the *proved right* flexible plastic pipe. Proved right by grueling accelerated use tests. Checked for quality through every stage of production. Approved for drinking water use by the National Sanitation Foundation. Guaranteed *right in writing!* Because Cresline is made of Du Pont Alathon 25, the finest quality virgin polyethylene, those who handle Cresline are eligible to enter Du Pont's easy contest. Entry cards are attached to each coil of Cresline Flexible Plastic Pipe. Write today for literature and name of your Cresline representative.



Investigate **CresLINE** . KL (Kralastic) ...
the superior plastic pipe for extra-rugged use!

Write for
FREE
authoritative
booklet...
"HOW TO
CHOOSE AND
USE FLEXIBLE
PLASTIC PIPE"

Cresline KL pipe is made from 100% virgin Kralastic resin. The lightest of all semi-rigid or rigid plastic pipes, it is excellent for many home and industrial uses including drinking water service lines where working pressures permit. Because of its extra strength, it can be used in many applications instead of metal pipe at a savings of 50% to 75% on installation costs. Write for details.

All Plastic Pipe Is Round, Black and Has a Hole in It... But There Is a Difference!

CRESCENT PLASTICS, INC.

Dept. S-8, 955 Diamond Ave. • Evansville, 7, Ind.

Consumers

Products of Morit



**CONSUMERS
WATERPROOF
TILE BOARD
CEMENT**

- The quick, clean, easy way to put up tile board, any thickness — permanently!
- Never sets brittle... won't dry out and pull away.
- Waterproof. Contains special rubber base.
- Economical. Covers 150 sq. ft. per gallon.
- Available in quarts, gallons, 5 gallons.

ORDER FROM YOUR WHOLESALE —
OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

IT NEEDN'T BE SO

When a customer leaves a store without having been able to purchase the advertised name-brand article he requested, he sometimes leaves for good.

Since most name-brand products are readily available to you, the loss of such sales and customers can easily be prevented.



GET THE
GENUINE

**WATER
MASTER**

The Hardware Man's
TOILET TANK BALL
America's Largest Seller

diser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. Y24 on card. Pg. 65

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. Y25 on card. Pg. 65

American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Write in No. Y26 on card. Pg. 65

Scott - Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1958. This material includes formats and ad builders; window streamers which feature Scott-Atwater's 1958 motors; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; dealer stationery; miniature Scott-Atwater plastic motors; a color billboard; a one minute TV film spot announcement; and a 20-second spot announcement; changeable trans-light displays; wobbler display; and a roadside sign. A giant color announcement display, a parasol featuring a 22 hp motor is one of the many signs and displays available. For more information—

Write in No. Y27 on card. Pg. 65

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½"x11" page printed in two colors, both sides, describing wheelbarrows,

lawn rollers, garden carts, and lawn spreaders; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. Y28 on card. Pg. 65

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. For more information—

Write in No. Y29 on card. Pg. 65

Zebco Co., P. O. Box 270, Tulsa 1, Okla., offers to dealers a folder containing counter display cards, window streamers, envelope stuffers and good stix showing Zebco's Feathertouch Control and also Zebco's new Model Scottee 66 reel. For more information—

Write in No. Y30 on card. Pg. 65

Heineke & Co., Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

Write in No. Y31 on card. Pg. 65

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. Y32 on card. Pg. 65

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers several helpful ways for the dealer to cover its Mow-Master power mower line. Display material consists of a jumbo size product identification tag to hang on mower handle. A window display banner, 2-color

IS IT TIME TO RENEW YOUR SUBSCRIPTION?

You may have unintentionally overlooked the expiration of your subscription to SOUTHERN HARDWARE.

However, there is still time for you to catch up with the clock and to keep SOUTHERN HARDWARE coming to you without a break. The modest subscription price is so small when compared with the wealth of ideas that you get each month in SOUTHERN HARDWARE that you can well understand that it is impossible for us to offer you special deals of any kind. The only reason for the existence of SOUTHERN HARDWARE is the service that it renders to readers concerned with hardware wholesaling and retailing in the South and Southwest. Each month, the editors pre-select for you special facts and figures relating to your business and designed to make your reading informative and enjoyable.

So that we can continue to send you SOUTHERN HARDWARE, just return to us the order form with your remittance and we'll see to it that you don't miss a single issue from now on. Won't you do it today?

W. R. C. SMITH PUBLISHING CO.
Department SH-5
806 Peachtree St., N. E.
Atlanta 8, Georgia

- ☐ New Subscription
☐ Renewal Subscription

You may renew/enter my subscription to SOUTHERN HARDWARE for 3 years.

Name

P. O. Box or
Street and No.

City State

Firm Position

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

Bait Your Line with



FISHING EQUIPMENT and reel in more profits!

Old Pal Fishing Equipment, long the favorite of fishermen, is now more popular than ever.

Old Pal's new, two-color design adds new sales appeal that's sure to attract more customers . . . sure to mean greater profits for you.

Old Pal equipment is engineered for convenient use and years of service.

Old Pal's new items create new interest. You'll capture an even greater share of the fishing equipment market with the all-new and exciting items now added to the Old Pal line.

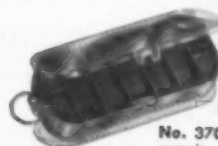


New! Wade-R-Floater

No. 1404. Designed to give fishermen a wider range of uses than heretofore possible. Floating (plastic ring). Galvanized; one-piece; round, 66" adjustable shoulder strap. 4-qt. capacity.

New! Elevator Bucket

No. 20G10EL. Special elevator device permits lifting minnows or any hard-to-handle live bait to top of bucket without getting hands wet. One-piece; removable lid, 10-qt. capacity. Also floating model (No. 24G10EL).



New! Plastic Spin Kit

No. 370. Exclusive design permits fast, easy selection of lures. Two clear plastic hinged lids open from either side. Piano type hinges prevent breakage. Colored plastic body has 16 compartments. Firmly anchored belt loop. 9 1/4" x 4" x 2".

New! Motor Guard Chains

Swivel snaps and oversize rings at both ends permit easy fastening. Vinyl coated to prevent marring, or cadmium plated to resist rust.



New! Fish Stringers

Center swivel permits rotary action. Strong, cadmium plated chain resists rust. 9 or 12 spring steel safety hooks.

For profitable business, sell the complete line of OLD PAL Metal and Air Feeder Minnow Buckets, Bait Boxes, Worm Cans, Minnow Trap, Plastic Lure Boxes.

Write for free, illustrated catalog.

OLD PAL, INC., Subsidiary of
Animal Trap Company of America
Lititz, Pa. • Pascagoula, Miss. • Niagara Falls, Canada

17" x 30" features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary and new riding rotary are available in one-, two-, and three-column sizes. For more information—

Write in No. Y33 on card, Pg. 65

Gale Products, Dept. 517 A, Galesburg, Ill., makes available to Buccaneer dealers a complete line of merchandising aids. Included are dealer signs, display pieces, point of sale aids and a complete stock of literature on its eight 1958 model Buccaneer motors. For more information—

Write in No. Y34 on card, Pg. 65

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. Y35 on card, Pg. 65

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., has available a detailed and fully illustrated

instruction sheet showing how to plan, lay out and install a Rain Jet sprinkler system. In addition to instructions, there are templates for each of the 12 heads in the line to facilitate planning the locations of the sprinkler heads on the drawing. Also offered to dealers is a 10½" x 14" display rack, with an initial balanced assortment. The heads are packaged individually in color-coded cartons. Net to dealer is \$42.60 with a 33-1/3% mark-up. A supply of envelope stuffers and instruction sheets is included with each rack shipment. For more information—

Write in No. Y36 on card, Pg. 65

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheet, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. Y37 on card, Pg. 65

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display

Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. Y38 on card, Pg. 65

Rubbermaid, Inc., Wooster, Ohio, is sponsoring a giveaway type promotion which enables retailers to give customers the combined gift of a Deluxe Plate Scraper and a Deluxe Bottle & Jar Scraper—a regular 68¢ value—with the purchase of either of two popular size Rubbermaid Drainer Trays. The promotion is being backed up by a complete promotional kit for each one-dozen order. Each kit includes 12 sets of the scrapers, bagged and banded for retail display; a four-color wall or window banner for store announcement of the offer; proofs of free advertising mats; an easel display card to be used with the Trays; samples of a free consumer statement stuffer on the offer; and a letter of instructions as to how to get maximum sales. For more information—

Write in No. Y39 on card, Pg. 65

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, includ-

Keep Cool, mister! with **ARCTIC BOY**

portable water
coolers



- Rugged Construction ... good everywhere men work!
- Galvanized inset, hot dipped after forming for flaw-free finish!
- Large top opening, easy to ice, fill and clean.
- Send for complete information and booklet "Care and Use of Your Cooler." Write Dept. H-43.



THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.



FOOT VALVES

EIGHT SIZES . . .
many leading pump
manufacturers use Strataflo
as original equipment.

Won't Stick... Don't Leak

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

STRATAFLO PRODUCTS, INC.
FORT WAYNE, INDIANA

BUY • DISPLAY • SELL

New PLUMB "ALL-AMERICAN" Axes

Made in U.S.A. by American Labor—with American Material

Priced and Finished to compete with Foreign made Axes



BLACK BODY WITH POLISHED BLADES.
RED SELECT HICKORY HANDLE.

Distinctively Plumb

Available in following patterns, weights and handle lengths and types.

	Head Weight	Handles	Dealer Cost Doz.	Each	Suggested Consumer Price Each
Single Bit: DAYTON-JERSEY		32", 34", 36" Regular Grip	\$39.96	\$3.33	\$4.98
KENTUCKY AND MICHIGAN	3½ lbs.	Bent or Straight			
MINERS—DAYTON AND JERSEY	3½ lbs.	20" or 26" Straight	39.96	3.33	4.98
Double Bit: MICHIGAN AND WESTERN	3½ lbs.	32", 34", 36" Regular Grip	48.00	4.00	5.98
		Straight			
CRUISERS	2½ lbs.	28" — Straight	48.00	4.00	5.98
Small Axes: BOYS'	2¼ lbs.	28" — Bent	31.92	2.66	3.98
HOUSE	2¼ lbs.	19" — Bent	31.92	2.66	3.98
HUNTERS	1¼ lbs.	14" — Bent	24.00	2.00	2.98
HUNTERS	1¾ lbs.	16" — Bent	27.96	2.33	3.49

Single Bit and Double Bit Pattern Men's and Boys' Axes packed ½ dozen in closed corrugated reshippable cartons.
House and Hunter Axes packed ½ dozen in shelf cartons.

Guaranteed against defects of workmanship or material.

FAYETTE R. PLUMB, INC. • PHILADELPHIA 37, PA., U.S.A.

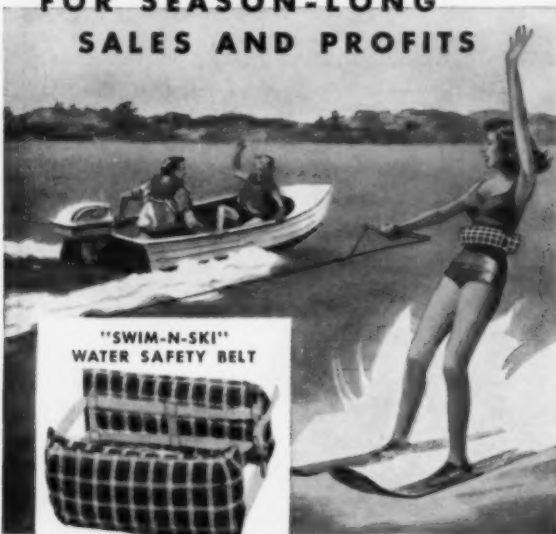
Keep American Industry at Work

Buy AMERICAN made AXES

PLUMB®

RED HEAD

FOR SEASON-LONG
SALES AND PROFITS

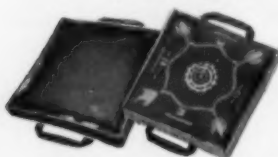


Choice of professional water skiers! Exclusive design permits instant size adjustment for perfect fit and complete freedom of action. Small, medium and large. To retail about.....\$4.95

U. S. COAST GUARD APPROVED



Extra sales come easy with the complete line of expertly designed colorful Red Head life vests. New, self-sell display pack. Three sizes, to retail about.... \$5.65, \$6.25, \$7.65



Tops in flash, color, style and sales appeal! Red Head life-preserver boat cushions in new vinyl display-pak. Left, popular NPC plastic promotional boat cushion, to sell about \$4.50. No. PVC deluxe printed cushion, about \$5.75.

NATIONAL ADVERTISING Creates Traffic and Sales for You!

The Red Head Duck, symbol of Red Head advertising, has meant *plus sales* for thousands of Red Head dealers for over a century. This year, ads in Sports Illustrated, Outdoor Life, Outboard and Popular Boating help pre-sell Red Head marine products for you

Write FOR FREE
ILLUSTRATED CATALOG

RED HEAD

BRAND COMPANY



4311 W. Belmont Ave., Dept. SH5 • Chicago 41, Ill.

LIGHTWEIGHT FORGED STEEL GARDEN MATTOCKS

Only 4 lbs. Total Weight

Lightweight garden mattocks that sell on sight! Choice of heads—pick or cutter edge. Handle is factory-driven and wedged; shape of eye prevents handle from turning or coming loose. A finer, better, all-around product, competitively priced... result of 100 years of Klein Logan craftsmanship.



The
Klein-Logan Co.

General Offices—Pittsburgh 3, Pa.

REPRESENTED BY
LOUIS WILLIAMS & CO.
Nashville 3, Tennessee



SINCE 1856

the most
successfully promoted
products
in the world... **New!**

MOULI UTILITY BASKETS



In tremendous demand! World's most useful basket!

\$1.49
up.

Retail

High quality steel, double hot tin dipped for lasting protection.

Attractive selling display packed in ea. doz. Wt. 7 lbs.

Order from your jobber today or write for catalog on complete line.

MOULI Manufacturing Corporation
91 Broadway — Jersey City 6, N. J.
Phone: HEnderson 5-7267



Drainer



Deep Fryer



Steam Cooker

ing a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. Available to dealers free in limited quantities is the 1958 Garcia Fishing Tackle Annual which sells to customers for 25c. The Annual consists of 84 pages illustrated in full color and is filled with articles, tips, and stories written by top writers. For more information—

Write in No. Y40 on card, Pg. 65

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope. (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Display Box containing 50' connected coils of either 1/4", 5/16", 3/8", dia. sizes and 25' connected coils 1/2" dia. size, Fittler "Stabilized" filament nylon yacht rope. (7) Display Boxes containing Fittler yellow polyethylene or Fittler Manila water ski tow ropes—six boxes to a master shipping carton. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. Y41 on card, Pg. 65

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's

An Outstanding Columbian Product for every cordage purpose

Columbian's Pick-Me-Up Self-Service Merchandiser makes its own sales. Displays 50 ft. and 100 ft. Columbian Manila Rope Coils, ready-measured, ready-cut, ready to go. All you have to do is ring up the sale! Measuring 22" x 22" x 54 1/2", the Pick-Me-Up occupies less than 4 sq. ft. of floor space.



COLPACK CARTONS

... are clean, convenient, space-saving. The rope is dispensed through a hole in the top of the carton, with the unused portion remaining coiled. You'll sell more Columbian Pure Manila Rope in these 25 lb., 50 lb., 75 lb. and 100 lb. Colpack Cartons.



Polyethylene WATER-SKI ROPE

... with its yellow color for high visibility, floats on the surface of the water, will not get entangled with propellers. In 75 ft. lengths, 3/4" diameter, breaking strength 900 lbs.



Green Garden JUTE TWINE

... is soft and easy on the hands, holds knots well. Everybody with a garden is a customer for this fast-moving Columbian specialty. Attractively packaged in display boxes, 12 balls to the box; or in tough, tear-resistant polyethylene bags, 6 balls to the bag.



Columbian #57 MERCHANDISER

... is equipped with a simple, accurate cutting and measuring device that makes sales a matter of seconds. Made of heavy gauge steel finished in light grey enamel. Dimensions: 54 1/2" length, 23 1/4" depth, 44 1/2" high. Columbian sign is 12 1/2" high.



All-Purpose "STABILIZED" NYLON

... is the quality all-round twine for general household use. For drapery cord, pull cord, picture cord, garden line, fishing line—everybody is in the market for this strong, white, good-looking twine that gives you another quick turn-over item. Twelve 100 ft. tubes in colorful display box; 12 boxes in master shipping carton.



COLUMBIAN Rope-Company

Auburn, "The Cordage City," New York

The Man Who Knows The Ropes Says, "Columbian!"

They PICK 'EM UP and . . . LAY DOWN the Dough!



LAMSON

**Self Service BOLT TRAYS make it THAT EASY
to sell BOLTS and NUTS!**



ASSORTMENTS and SIZE RANGES

For Lamson Bolt Tray
Replacement
Fasteners

CARRIAGE BOLTS
1/4" x 1" to 3/4" x 4"
SMALL MACHINE BOLTS
1/4" x 1" to 5/8" x 4"
STOVE BOLTS—Rd. or Flat Hd.
3/4" x 3/4" to 1/2" x 2 1/2"
LARGE MACHINE BOLTS
3/4" x 1" to 1 1/2" x 6"
CAP SCREWS
1/4" x 3/4" to 1/2" x 2"
HEX NUTS
1/4" to 1 1/2" top

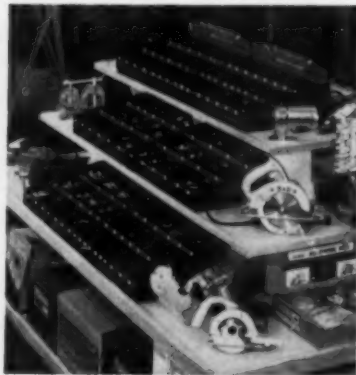


It's simple to sell the most popular sizes of bolts and nuts when you have Lamson Self-Service Bolt Trays.

The "nickel and dime" customers pick out their own fastener needs—saving you the time and steps it takes to poke through drawers and bins.

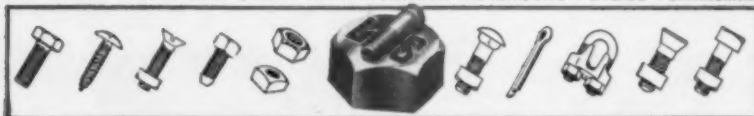
But that's only half the story. Probably you have a more complete selection in the "back room". The "up front" bolt trays help "advertise" and sell that hidden big black bolt stock. If customers can't find what they want in the trays they'll likely ask if you carry it. That's your chance to sell from the "back room".

This is modern bolt merchandising at its best and most convenient . . . for you. Ask your distributor about Lamson Self-Service Bolt Trays.



The LAMSON & SESSIONS Co.

3000 TIEDMAN ROAD, CLEVELAND 9, OHIO • PLANTS AT CLEVELAND AND KENT, OHIO • CHICAGO • BIRMINGHAM



"Brite Plated" bolts, nuts, and screws.
For more information—

Write in No. Y42 on card, Pg. 65

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3 1/4-inch x 6 1/4-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Write in No. Y43 on card, Pg. 65

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., is offering to dealers, nine free newspaper ad mats, ranging in size from 1 col. x 7" to 2 col. x 11", to stimulate sales of its casting and spinning reels and the Fisherman's De-Liar. Two ads feature the Langley Cast-Flo Deluxe Model 900 closed face reel. All ads require only insertion of the dealer's name and address. Each ad is reproduced in a 4-page ad mat brochure, available without charge to all dealers on request. A coupon is included to simplify and speed ordering of specific mats. For more information—

Write in No. Y44 on card, Pg. 65

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five - V - crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. Y45 on card, Pg. 65

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinners' snips, special lineman's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards avail-

able at no cost. For more information—

Write in No. Y46 on card, Pg. 65

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 20" and 23" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Tartan models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Write in No. Y47 on card, Pg. 65

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-your-

self trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. Y48 on card, Pg. 65

Columbian Rope Co., Auburn, N. Y., has available for dealers two new rope merchandisers, available through wholesalers. The Columbian Rope Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both. From the position of the units on the merchandiser, rope is fed through guides to a measuring device and a cutter for rapid selling. The "Pick-Me-Up" Rope Coil Merchandiser holds individually wrapped 50 ft. and 100 ft. coils of 1/4", 3/8", and 1/2" dia. Manila rope. The unit is furnished at no cost with an initial order of approximately 100 lbs. of rope which stocks it. All metal and mounted on casters, its dimensions are 22"x22"x45 1/2" and requires

less than 4 sq. ft. of floor space; permits complete self-service. Also available for dealers is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twines, Mason's line, and Christmas twine are also available. For more information—

Write in No. Y49 on card, Pg. 65

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The new No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. Nos. RR144 and RR146 are also revolving racks; each holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other pack-

DIAMOND DIAMALLOY Aviation Snips

Here's why sheet metal men are now buying DIAMALLOY SNIPS:

New Style Handles are solid deep forged steel, plastic covered. Special analysis steel blades hold a keen edge. Compound Action and serrated edges mean easy cutting. Large, hardened pivot bolts give smoother action. Three models, cut right, left, or straight. Fully chrome plated to resist rust. Ask your distributor.



*"There is Nothing Finer
Than a DIAMOND"*

DIAMOND TOOL and Horseshoe Co.
DULUTH - MINNESOTA Established 1908 TORONTO - CANADA

ages are available for 1958. For more information—

Write in No. Y50 on card, Pg. 65

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four - color, self - adhering clear acetate, 10"x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Write in No. Y51 on card, Pg. 65

Swisher Mower and Machine Co., Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

Write in No. Y52 on card, Pg. 65

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include

the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. Y53 on card, Pg. 65

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. Y54 on card, Pg. 65

Supreme Products Corp., 2222 S.

Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Write in No. Y55 on card, Pg. 65

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flame-master which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flame-master and Beswik, a counter display is furnished with every dozen individual boxes of a size—the individual boxes being packed one dozen to a counter display. For more information—

Write in No. Y56 on card, Pg. 65

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is ¾"

A TRADEMARK SINCE 1876

BOMMER

INCREASE YOUR SALES
by stocking another plated finish. Our US2G (dull zinc) is a beauty.



FOR THE BEST IN
SPRING HINGES

± 3029 — EVER-READY DOUBLE ACTING SPRING HINGE
The easiest in the world to install.

BOMMER
SPRING HINGE CO. INC.
EXECUTIVE OFFICE AND PLANT: LANDRUM, S. C.

Sales Offices & Warehouses • Brooklyn: 263 Classon Ave.
Chicago: 160 N. Wacker Drive

now selling on sight...



CAULK in the FOIL CARTRIDGE

Sales soar when you display CALBAR in the bright new foil cartridge. It's the modern caulking compound in the modern eye-catching package. CALBAR is the nation's quality caulk, because it applies faster, won't harden or stain. Full line of colors in cartridges or bulk. Also key squeeze tubes in 3 sizes.

Ask your jobber about CALBAR guns, too.

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2612-26 N. Martha St., Phila. 25, Pa.
Over 38 years as the Nation's leading Caulk line

plywood, measuring 24"x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

Write in No. Y57 on card, Pg. 65

The Acme Shear Co., Advertising Dept., 100 Hicks St. Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a convenient postage paid return order card is available upon request. For more information—

Write in No. Y57A on card, Pg. 65

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

Write in No. Y58 on card, Pg. 65

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines; the #58 Master Marketer, a 4-color panel which displays 18 pocket knives with all blades open, complete with merchandising aids and back-up stock. Ready to use as received; the knives are mounted at the factory with each identified by number and pre-priced. Case has natural-oak finish and double strength glass. Other cases include the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with limed oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Available without extra charge through Camillus wholesalers. Also

available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Write in No. Y59 on card, Pg. 65

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. Y60 on card, Pg. 65

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Write in No. Y61 on card, Pg. 65

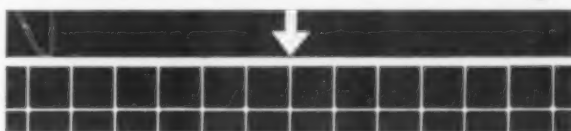


With exclusive AMES DOUBLE-TAPER FORGED BLADE—shock band construction
BLADE UNCONDITIONALLY GUARANTEED

O. AMES CO. PARKERSBURG WEST VIRGINIA

World's Largest Shovel Manufacturer

LOOK! Smo-o-o-th Edge



Wright Weldedge Hardware Cloth

has strength and rigidity . . . heavy galvanizing . . . uniform and smooth edge . . . unrolls straight and flat. 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh.

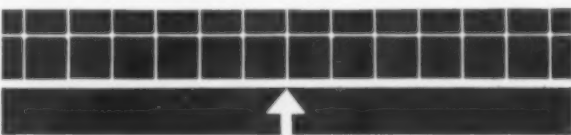
Available from jobbers everywhere



G. F. WRIGHT STEEL & WIRE CO.
WORCESTER, MASSACHUSETTS

E. L. Hornibrook Co.
Box 174,
Avondale Estates, Ga.

Lawrence J. Baldwin & Son,
306 Carondelet Bldg.
New Orleans 12, La.



Wright-Bernet, Inc., Hamilton, Ohio, provides convenient packaging for its No. 1958, 12" plastic household push broom. The broom is packed four to a box including handles. The packaging is designed to save time, space, repacking, and extra handling for both the dealer and wholesaler. The broom itself is bristled with turquoise Berlight plastic, with the handle lacquered in matching turquoise. It is designed to list around \$1.69 per brush, including handle. Catalog sheets are available. For more information—

Write in No. Y62 on card, Pg. 65

Moe Light Division of Thomas Industries, Inc., 410 South Third St., Louisville 2, Ky., is offering a combination wall and ceiling display, of modular type design for easy expansion and mounting of lighting fixtures. There is no pre-determined set of fixtures and the dealers and distributors make their own selection. The company also has a recessed lighting display and a post lantern display. Available, in addition, for large stores and display areas, is a modular showroom, starting out with a small section, and the dealer ordering as many sections as he wishes depending upon the space he has for display. Other aids include free advertising mats, product shots of fixtures, a variety of full color catalogs,

brochures, envelope stuffers, and promotional flyers. For more information—

Write in No. Y63 on card, Pg. 65

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. Y64 on card, Pg. 65

American Tackle and Equipment Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. The company also makes available through its salesmen a package of 26 promotion pieces for dealers including national ad blow-ups, window streamers, banners, and radio-TV spot announcements. For more information—

Write in No. Y65 on card, Pg. 65

Shapleigh Launches Spring Sale Program

THE LAUNCHING OF its 1958 Spring Sale program is announced

by Shapleigh Hardware Co., St. Louis, Mo., and a complete merchandising and promotion kit is available to dealers.

A multi-colored four-page direct mail newspaper piece, complete with dealer name, address, etc., is a principal feature of the promotion. Over 100 items are illustrated and are accompanied with descriptions emphasizing special sale values and prices.

Aids Available

Newspaper mats, radio scripts, and a 125-piece point-of-sale store display kit also are available to dealers. The display kit includes window streamers and spots, double pennants, valances, and price cards.

Items in keeping with the spring season and appealing to the entire family have been selected for Shapleigh's Spring Sale program. Included are lawn and garden supplies, outdoor toys, sporting goods, general hardware, housewares, and tools.

Complete details may be obtained by writing to the company.



WATERBOY

AUTOMATIC

SILENT SIOUX'S WATER TIMER VALVE

**shuts off water
automatically**

Automatic sales for you—with this pre-sold, nationally advertised timer valve. Controlled moisture allows greener lawns, healthier plants without wasting water. One and two hour units available. "Waterboy Automatic" shuts off water at any time selected. Fits garden hose or iron pipe. Satisfaction proven since 1952. \$11.50 and \$13.50 retail.

**EXTRA
SALES
FOR YOU**



with
"WHIRLWAY" WALL FAN

Solves heat circulation problems. Cuts fuel bills, provides greater comfort. Offers cool and refreshing air in the hot sticky months. Designed for easy installation.

Silent Sioux has offered quality products for over 36 years. Full volume and shipping discounts allowed. For more information on the complete Silent Sioux line, contact your distributor or write.

SILENT SIOUX CORP., 8635 W. College Ave., Orange City, Ia.

CF&I HARDWARE CLOTH



- has "1001 uses" in professional or do-it-yourself applications.
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- heavily zinc-coated after weaving for long service life.
- unrolls flat, stays flat; can be severely formed, bent or twisted without breaking.
- available for quick delivery.

Order CF&I Hardware Cloth from the CF&I Sales Office nearest you.

CF&I-WICKWIRE HARDWARE PRODUCTS

THE COLORADO FUEL AND IRON CORPORATION 5929

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso • Ft. Worth • Houston • Lincoln (Nebr.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane • Wichita

WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

NEW PRODUCTS

*For more information on these new products
use the return free post card on page 65*

Plastic Cover

Warp Bros., Chicago 51, Ill., announces a packaged 9 ft. x 12 ft. general purpose plastic cover to be sold under the trade name Jiffy-Cover, and to retail for only 79 cents.

Individually packaged in a two-color box, Jiffy-Cover comes one dozen in a compact counter merchandiser.



Designed primarily as a painter's drop cloth, Jiffy-Cover may be used also for rain capes, appliance covers, furniture dust covers, frost protectors, garment bags, motor covers, and many other uses. For more information—

Write in No. 713 on card, Pg. 65

Socketmasters

Challenger Imperial Socketmasters, two new socket-turning attachments, are announced by Penens Tool Corp., Schiller Park, Ill. Both of these Imperial Socketmasters, hinge handle and ratchet, come in 1/2" square drive. They are available individually and in sets at no advance in price.

Each Socketmaster is identified by



a gold tag attached, which contains unconditional factory guarantee and directs the customer's attention to outstanding features, including "comfort-in-use" handles.

For a limited time only, a metal merchandising stand is included free with an initial order for 12 Challenger Imperial Socketmasters (six ratchets and six hinge handles). For more information—

Write in No. 714 on card, Pg. 65

Plastic Lawn Edging

A Plastic Lawn Edging made of specially compounded vinyl plastic is announced by the Supplex Co., Garwood, N. J. The green color of the corrugated lawn edging is built in to beautify the lawn and outline flower beds, driveways and trees, from grass lawn areas. Available in 25' and 50'



lengths, 4" wide, each length is packed in its own colorful corrugated box. For more information—

Write in No. 715 on card, Pg. 65

Hedge 'n' Shrub Trimmer

The new heavy-duty electric Hedge 'n' Shrub Trimmer announced by The Black & Decker Manufacturing Co., Towson 4, Md., is designed for cutting, trimming, and shaping all kinds of lawn foliage, whether for the professional nurseryman or for the home gardener.



A Black & Decker-built motor drives the Hedge 'n' Shrub Trimmer, delivering 2,000 cutting strokes per minute for fast trimming. Special hardened steel cutting blades are designed to stay sharp a long time under heavy usage. For fast, smooth feeding the blade is set at a 15° angle, which also keeps the operator's hands free of the material being cut. Blade length is 13 inches.

A forward handle located at the trimmer's balance point can be adjusted for either right- or left-handed operation. Both handles are shock-proof. For more information—

Write in No. 716 on card, Pg. 65

**WHY Go On A SAFARI...To
FIND The DRILL YOU WANT!**



**IT'S SO MUCH
Easier with
the **Hanson**
Self Seller DRILL
DISPLAY**



**PILFER PROOF
STIMULATES IMPULSE BUYING
KEEPS RIGHT SIZE IN RIGHT PLACE
MAKES INVENTORYING EASY**

CONTACT YOUR JOBBER OR —

HENRY L. HANSON COMPANY

28 UNION ST.

WORCESTER, MASS.

Packaged Aluminum Screen

Phifer Wire Products, Tuscaloosa, Ala., announces a new packaging for the company's aluminum insect screening called "Quik-Tak." Each carton of Quik-Tak contains 16 rolls of Alclad Aluminum Screening. Each roll is 66 inches long and available in



the following standard widths: 24, 26, 28, 30, 32, 34, 36, 42, and 48 inches. These rolls are not made to replace the company's standard 100 foot rolls, but rather to supplement them by appealing to single window or door impulse buyers, the company points out.

The shipping carton is convertible to a floor display requiring only one square foot of floor space. A free packet of aluminum tacks, sufficient for the average door or window, is enclosed with every roll of Quik-Tak.

Each roll is pre-priced; 50 percent dealer mark-up. For more information—

Write in No. 717 on card, Pg. 65

Channellock Plier

A pocket size tongue-and-groove plier called the Channellock No. 426 is being offered to the trade by Champion DeArment Tool Co., Meadville, Pa.

Only 6½" long and thin-jawed (9/32"), the plier has five patented interlocking tongue-and-groove channels. Jaw capacity is adjustable up to 7/8" in parallel position. Drop forged from high grade, special analysis steel. Furnished in full-polished finish at no extra charge.



Channellock No. 426 is packaged in a compact, colorful display carton. Price and catalog information available. For more information—

Write in No. 718 on card, Pg. 65

Vinyl Clothesline

"Gay," a white vinyl clothesline with a heavy duty rayon center, is introduced by King Cotton Cordage, 105 Duane St., New York 8, N. Y. The cord is made from virgin vinyl

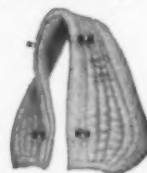


and will not crack, stain, or discolor, the company states.

The clothesline comes in sizes five and seven in 50' and 100' connected hanks, polyethylene wrapped with colorful label. For more information—

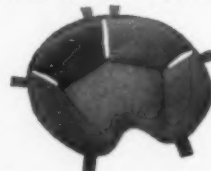
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Tapatco
TRADE MARK REGISTERED U.S. PAT. OFF.
HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco
TRADE MARK REGISTERED U.S. PAT. OFF.
TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

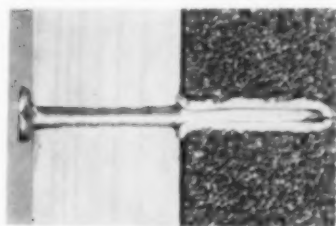
See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

**MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881**

Wall Anchor

A wall anchor designed expressly for fastening wood furring strips to masonry walls is introduced by Diamond Expansion Bolt Co., Inc., Garwood, N. J. Known as the "Fur-N-



Strip Anchor," the fasteners are used in cinder block, brick, stone, or cement walls.

The anchor is made of aluminum and comes with a hot dip galvanized nail, making the unit rustproof. The anchor, an inch in length, is cylindrical with split sides, a flanged top and a slit at one end. Galvanized nail is 1-7/8" in length.

List price is \$1.70 per kit of 25 anchors and nails. For more information—

Write in No. 720 on card, Pg. 65

Roasting Pan

A light weight roasting pan with seamless construction is announced by The Masonware Co., Dept. D, Dexter Rd., East Providence, R. I. The polished interior tends to promote even roasting, and its practical size com-



fortably accommodates a 24 lb. turkey or other meats of similar size, the company states. For more information—

Write in No. 721 on card, Pg. 65

Speed Weight Bicycles

On the Speed Weight bicycles for 1958, manufactured by The Murray Ohio Manufacturing Co., 635 Thompson Lane, Nashville 4, Tenn., are a new frame, luggage carrier, front carrier, chain-guard, saddle, tank, and lights.



New concept in frame stylings is evidenced in the 4-bar boy's and twin-truss girl's frames. The front carrier, a wire-spring type, fits lower on the head than before. The long rear luggage carrier has dual guard rails and reflectors, and, like the chain-guard, has the automotive-type of upswept look. Saddles are new colors, have long, low design. And the fully equipped bicycles have a slender tank that rides below the top twin bars and fits partially around the head. Bicycles come in new colors, including black cherry and wisteria.

Face-setter of the line is said to be the fully-equipped 26-inch Strato-Flite (P-24 Strato-Flite shown). Other series offered are the Speed-Flite, Meteor-Flite, Space Flite, Super Fleet Line, Mercury, Cadet Flite, and deluxe and standard trainer wheel sets. All told, Murray has 32 models for 1958. For more information—

Write in No. 722 on card, Pg. 65

Hex Head Bolts

Clark Bros. Bolt Co., Milldale, Conn., has introduced a complete line of hex head bolts. Furnished with or without hex nuts, in standard packages or in bulk as desired, they are available immediately in a complete range of sizes. For more information—

Write in No. 723 on card, Pg. 65



ALWAYS SELL GENUINE

MOLLY

SCREW ANCHORS

Write for Free Literature

Molly Corp., Reading, Pa.

CLASSIFIED

JOBBERS — DISTRIBUTORS — WHOLESALERS

WANTED BY large, established firm to introduce THERM-O-BED (crushed granite chips) a new product considered ideal as a grill base material. Generous dealer sales aids, promotional and merchandising items available. Territories open in most areas. For full details telephone (Lithonia, Georgia 2061) wire or write Everett Davidson, Stone Mountain Grit Co., Lithonia, Georgia.

Men Who Love to Fish Love

TUCKER'S FISH-N-FLOAT

Each Fish-N-Float you sell will sell three more for you. Fishermen can carry the Fish-N-Float in the trunk of their car and be ready to fish any water, large or small, any time they like. It is convenient and it's economical. Fish-N-Float is made of heavy duck cover, zipped or laced around auto inner tube. Supported by shoulder straps while wading. Heavy duck seat for deep water use. Thousands now in use. Excellent profit makers. Three sizes: small, medium and large. Write for catalog and prices.



TUCKER DUCK & RUBBER CO., FT. SMITH, ARK.

Parka Jacket

The No. 126, a ¾-length Parka Jacket manufactured by Hodgman Rubber Co., Framingham, Mass., is described as light, comfortable, wind-proof, and completely waterproof.

The jacket is of light neoprene



coated nylon construction and has a shorter, 40" knee length cut. It features a special parka hood with draw-string, which folds back to form a shawl collar when not in use. Has a full zipper front which is backed with a storm flap for added protection, and full cut raglan sleeves for maximum shoulder comfort and ease of action, plus elastic at wrists. The jacket has two flap pockets, including breast pocket and right front pocket.

Hodgman's No. 126, in Forest Green color, weighs only 1 lb. 4 ozs. and is available in small, medium, large, and extra large sizes. For more information—

Write in No. 724 on card, Pg. 65



Riding Rotary Mower

Johnston Lawn Mower Corp., Brookhaven, Miss., announces the addition of a new 24" riding type rotary mower to its 1958 line.

Designated the Model "B", it features a 3½ h.p., 4-cycle, cast iron, heavy duty engine with recoil starter; convenient lever control for forward, reverse and neutral; throttle control on the handle; a 14-gauge, steel tube frame with 7-gauge, steel cross members and 14-gauge steel shrouding; suction lift type blade with a full 24" cutting width and a hand brake.

The unit is finished in lustrous, hard two-tone red and white enamel. Speed is variable from three to six mph.

The Johnston power mower line now includes a complete range of rotary mowers in all popular sizes and prices, a complete range of reel type mowers, and a 24" riding rotary. For more information—

Write in No. 725 on card, Pg. 65

Pocket Tape

A 10-ft. Pocket Tape especially designed to meet the demand of contractors, engineers, builders, and surveyors is announced by the Evans Rule Co., Elizabeth, N. J.

The new tape compliments the 50-ft. and 100-ft. Evans Engineers Tapes. It features a heavy chrome plated case with sure-grip edges. The premium steel blade has jet-black mark-



ings and graduations on a snow-white background. One edge of the blade is marked in tenths and hundredths of a foot, the other in inches and eighths.

Each tape is individually packaged in a plastic utility box; retails at \$1.98. Replacement blades for these tapes are available at \$1.00, it was announced.

E110W, 10-ft., Engineers Pocket Tapes are packed six in a 3-color counter display. Dealer's price, \$16.00 per dozen. Replacement blades, E110WR are available at \$8.00 per dozen. For more information—

Write in No. 726 on card, Pg. 65



MARSHALLTOWN

MARSHALLTOWN TROWELS



MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

TUCKER OUTDOOR FURNITURE



CAMP STOOLS

Rugged hardwood frame. Heavy canvas cover, plain or striped. Sells by the dozens! Ideal for camping, picnics—hundreds of utility uses.

Write for catalog and prices.

DIRECTOR'S CHAIR

Attractive, high quality utility chair for indoor or outdoor use. Hardwood frame finished in natural varnish or white paint. Seat and back made from extra heavy canvas. Available in red, green, yellow or blue, olive drab or khaki.

Write for catalog and prices.



Tucker Duck & Rubber Co. FT. SMITH, ARK.

ASK FOR Viener Metals

For Over 50 Years
A Dependable Name in
Metals



Bar and Wire Solder — Babbitts
Metals of all Descriptions



HYMAN VIENER & SONS

For details write:
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Southern **Farm Equipment**

MAY
1958

Industrials
Add the "Cream"
Pg. 102





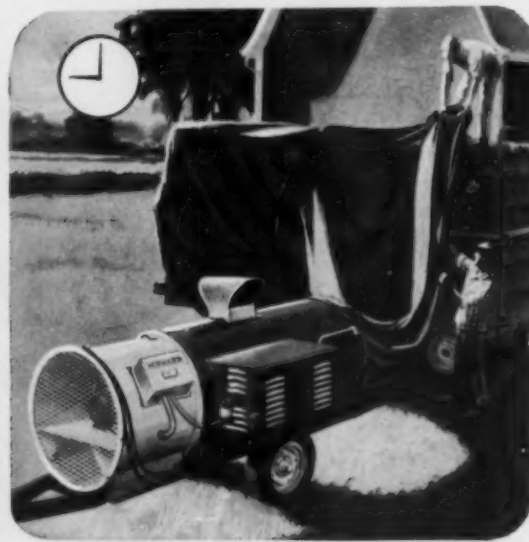
Mower-crusher gets curing off to a fast start



Rolabar rake forms fast-drying windrows



Hayliner 68 ties uniform, quick-drying bales



Crop dryer and wagons dry hay overnight

Hay-in-a-Day!

Most significant advance in years! A New Holland exclusive, it boosts your sales of the entire line of New Holland haymaking machines

By teaming up New Holland's mower-crusher, rake, baler, crop-drying wagons and crop dryer, your customers can put up hay in a single day!

This is *Hay-in-a-Day*—the great New Holland system of farm management that has added substantial new selling power to New Holland dealers. And it helps the farmer make top-quality hay—tasty, green, nutrient-rich hay that cuts the need for costly feed supplements. Because it saves time and

work as well as feed value, *Hay-in-a-Day* means more profitable operations for the farmer.

For dealers, *Hay-in-a-Day* is an exclusive New Holland sales tool that helps sell the *full line* of matched-performance machines. Now—more than ever—it pays you to stock, feature, sell New Holland! To take advantage of this great profit opportunity, write: New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pa.

NEW HOLLAND  "First in Grassland Farming"

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—BUSINESS BRIEFS—

Silver Linings

Definitely for the good news department is the favorable report on sales made recently by Massey-Ferguson president, A. A. Thornbrough. The company's sales in 1957, at \$412,411,468, set a new record, and world-wide sales by the company continued excellent in the first three months of the 1958 fiscal year, showing a 13% increase. Company sales in North America during the same period were even better, up 15% over the first three months of fiscal 1957. But Thornbrough deplored business pessimism. "Of concern to us are the effects which are being created by the widely-publicized—indeed too well publicized—slow down of business in North America."

Still More Good News

Allis-Chalmers president, R. S. Stevenson, has also dispelled some of the gloom. Talking recently to the New York Society of Security Analysts, Stevenson gave that august body something to analyze. "Farm equipment sales," he said, "are running ahead of 1957—and 1957 was better than 1956. It would appear that the farmer who is also a businessman is able and willing to invest in cost-saving mechanical equipment. Further, farming conditions from a climatic standpoint are generally better than they have been for some years. . . . Outlays for research, development and engineering during 1958 are the highest in the company's history. While the rate of outlay varies among the operating divisions, it will average over five percent of the sales dollar for the company as a whole."

Them Four-Legged Critters Are Cattle

To the ole timers grown accustomed to stands of tobacco, corn, or cotton, those four-legged critters—collectively referred to as cattle—which are loping about the countryside throughout the Southeast are a strange sight indeed. But the change should be a welcomed one, for in the continued diversification of southeastern farming lies new opportunity for farmers and farm equipment dealers alike. A recent report from the Department of Commerce startles us with the news that the seven-state region of Alabama, Florida, Georgia, Mississippi, Tennessee, and the Carolinas stands second in the nation in growth of its beef cattle and calf population. In the past 10 years the rate of increase has led the entire country. For the alert dealer this can be a significant trend, for it signals an ever-expanding market for sales of grassland equipment, machinery for renovating pastures, fencing, post hole diggers, and materials handling equipment.

► Farm Income

Farmers received about 4.8 billion dollars from marketings in the first two months of this year, 4% more than in the corresponding period of last year. Prices averaged nearly 6% higher and marketings were smaller. Receipts from livestock and products were about 2.9 billion dollars, 11% above 1957. Crop receipts of 1.9 billion dollars declined about 6% from a year ago largely because of lower prices for nearly all important crops except vegetables.

► Commodity Highlights

Farmers' planting intentions as of March 1 indicate a total crop acreage this year of about 333 million acres, the smallest total in 40 years . . . feed grain acreage at 155 million acres will be smaller than in 1957 . . . a total of 56.5 million acres of all wheat is an increase over '57 . . . the indicated 86,000 acre increase in rice from last year is mainly in gains in Texas, Mississippi and California where less acreage will be soil banked than last year . . . 1958 corn production will amount to 3.1 billion bushels if farmers carry out their March 1 intentions . . . the tobacco outlook is for 1,095,800 acres, the smallest since 1908.

► Decline in Farms

The number of farms in operation in 1957 totaled 4,856,000. This means a decline of more than a million farms in 10 years, or 17%. The decrease from a year earlier was 2.3%. Preliminary estimates for 1958 by the Crop Reporting Board indicate 4,750,000 farms in operation.

► Factory Shipments

In the fourth quarter of last year shipments of farm machinery and equipment including tractors were 24% below the third quarter of 1957, but were 2% above the fourth quarter of 1956.

► Prices Received, Paid

The index of prices paid by farmers increased 4% during the month ended in mid-March, the sharpest increase for any month since February 1951. Nearly all commodities joined in the rise but most important were continued higher prices for meat animals. At the same time the index of farm prices paid rose 1%, another all-time high. Higher prices for family living and farm production items were equally responsible for rise.

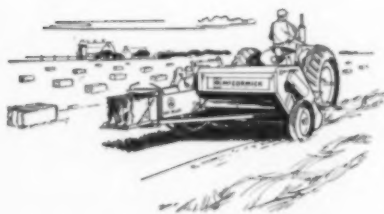
► Beef Cattle Increase

The seven-state region of Alabama, Florida, Georgia, Mississippi, Tennessee, and the Carolinas stands second in the nation in increase in its beef cattle and calf population. In addition the region leads all others in rate of rise in numbers during the past 10 years.

ANOTHER  KEY TO GREATER PROFITS FOR IH DEALERS!



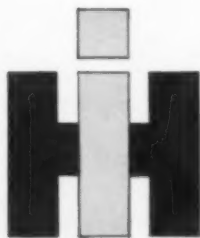
MORE FEED-MAKING CAPACITY PER DOLLAR helps IH dealers close more sales . . . clear more profit!



Now, IH dealers have another new champion—the McCormick No. 36 field harvester! This "feed factory on wheels" can chop a 5-ton load in only 8½ minutes . . . up to 35 tons of hay or 45 tons of corn silage an hour! This is as much as 40 to 67 per cent more production capacity than other choppers in the same price class!

When a farmer divides this huge daily tonnage by cash investment, his own figures show that the McCormick No. 36 delivers unequaled capacity per dollar. This is a yardstick of value he can readily see and apply when buying a baler, too. By tying up to 13 tons an hour, the new low-cost McCormick No. 46 baler puts itself in a class with outfits costing up to \$700 more!

No wonder, more and more farmers who look beyond list price to actual per-dollar cost of capacity recognize the added value of advanced McCormick machines. And this extra built-in value gives IH dealers another big sales and profit-making advantage.



INTERNATIONAL HARVESTER

NEWS HIGHLIGHTS

Two Appointments Announced by MM

TWO APPOINTMENTS within the Minneapolis - Moline organization are announced by Matt Carroll, general sales manager.



Hipwell

Kiener

Roger R. Hipwell, product manager, has been named manager of advertising and sales promotion, succeeding John Rusinko who resigned. Hipwell has had 18 years experience with the company in sales, merchandising, sales promotion, and dealer training. He was promoted to the merchandising department at the Hopkins, Minn. general offices in 1955.

Clem A. Kiener, regional sales manager, Columbus, Ohio, has been named assistant general sales manager at the Hopkins, Minn. general offices. Kiener joined the company in 1937, and at the time of his present promotion, was in charge of all the firm's branches east of the Mississippi river.

English, of John Deere Plow, Now Recuperating

E. C. ENGLISH, manager and vice-president of John Deere Plow Co., Dallas, is now recuperating at his

home after several weeks confinement in the hospital.

Dearborn Succeeds Woods to Head Ford Sales

THE APPOINTMENT of L. E. Dearborn as general sales manager, Tractor and Implement Division, Ford Motor Co., is announced by Merritt D. Hill, general manager.

He succeeds E. H. Woods, who resigned to take over a Ford tractor and implement distributorship.

Dearborn has served since May, 1957, as assistant general sales manager in charge of regional operations. He joined the Division on July 1, 1955, and was appointed manager of the Detroit Regional Sales Office in February, 1956.

Prior to his association with Ford, Dearborn had been regional manager of Uniflow Manufactur-



L. E. Dearborn

ing Co., Erie, Pa.

Born in Athol, Mass., he attended Phillips Exeter Academy and was graduated from Yale University.

Fleischer Elected President of Farm Equipment Manufacturers

LEONARD T. FLEISCHER, Fleischer Manufacturing Co., Columbus, Nebraska, was elected president of the Farm Equipment Manufacturers Association during the Spring meeting of that group in Chicago, March 12-13.

Serving with Mr. Fleischer will be Earl Gaffney, Dempster Mill Manufacturing Co., Beatrice, Neb., first vice-president; Howard C. Hanson, Hanson Equipment Co., Beloit, Wis., second vice-president; Art Kroos, Jr., Kohler Co., Kohler, Wis., secretary; and W. T. "Bill" Lory, Tuthill Spring Co., Moline, Ill., treasurer. Both Kroos and Lory were re-elected to their offices.

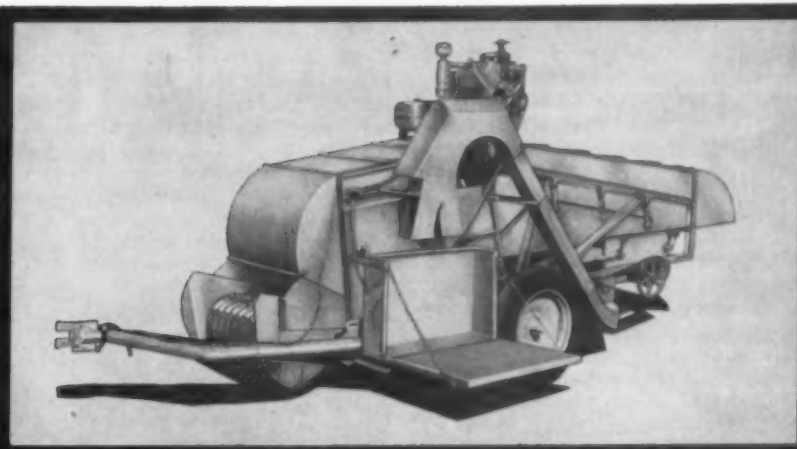
This first Spring Management

Clinic marked the first time that members of this group have met separately. Previously, semi-annual meetings have been held in conjunction with meetings of the Farm Equipment Wholesalers Association.

Managing Director Harold Halter reported that registration surpassed that of any previous Spring or Fall meeting of the group.

Featured speakers during the two-day clinic included Carl Hill, Jr., Connally Implement Supply Co., Amarillo, Texas (whose talk is excerpted on another page); W. R. Noble, NRFEA Washington representative, and Dr. Kenneth B. Hass, chairman, Marketing Department, Loyola University, Chicago.

ANNOUNCING!



LONG PEANUT COMBINE

The World's Most Advanced Peanut Combine

Highest capacity — picks three or more acres per hour
Delivers the cleanest peanuts — do not have to be re-cleaned
Can pick peanuts with higher moisture content than any other
combine — start sooner in the morning and pick later in the day
All main bearings rubber mounted, triple sealed and lubricated
for the life of the machine
At least 50% LESS up-keep cost

Valuable Dealer Franchises Open!

The Long peanut combine is truly a revolutionary machine. It has been completely tested in the major peanut growing areas of the United States and has proved that it will pick cleaner peanuts, more peanuts at a lower cost than any other machine on the market today. We are now setting up dealerships in all peanut growing areas. Act now.

**Write-Wire
or Phone**

TODAY!..... For more information on one of these
Valuable Dealerships

LONG Manufacturing Company, Inc. - Tarboro, N. C.

TELEPHONE 2126

First Wholesaler Catalog Produced Under FEWA Plan

THE FIRST catalog produced in cooperation between manufacturers and a wholesaler under the Farm Equipment Wholesalers Association catalog plan has been issued by The Midwest Co., Inc., Minneapolis, Minn.

A. L. Shomenta, president of the Minnesota independent wholesale company, stated that the catalog received excellent response and its application in business relations by telephone with retail dealers already "has been substantial." The Midwest Co., Inc., serves Minnesota, North Dakota, South Dakota and Western Wisconsin.

The Midwest Co. catalog contains 60 pages, 41 of them product pages. It contains seven color pages. Official printer is Hart Publications, Inc., Long Prairie, Minn.

Manufacturers who made pages available for the catalog under provisions of the FEWA catalog plan included Automatic Equipment Co.; Black, Sivalls & Bryson, Inc.; Craft Cooler Corporation; Ray Cunningham & Sons; Massey-Harris Industrial Division (Davis); Jeoffroy Mfg. Co.; Knowles Mfg. Co.; Kosch Mfg. Co.; Parma Water Lifter Co. (Olson Rotobearer); J. R. Prewitt & Sons; Radson Engineering; Servis Equipment Co.; Snap-Trac, Inc.; Soil Mover Corp.; Universal Pulleys Co., Inc.; Vermeer Mfg. Co.; and Wyatt Mfg. Co.

Other catalogs are in the process of production under the plan in which manufacturers prepare special catalog pages to represent their products, and such pages are made available for use by any wholesaler authorized by the manufacturer. The catalog program is expected to gain impetus during the spring and reach full production activity in preparation of catalogs for 1959 trade use.

Case Transfers Hedrick to Head Amarillo Branch

GEORGE P. HEDRICK has been transferred from the Fargo Branch of the J. I. Case Co. to the Amarillo Branch as agricultural sales manager.



George P. Hedrick

During Hedrick's career with the Case company, a career that began in 1937, he has held various positions at the Main Works in Racine, Wis.

Prior to his recent transfer, Hedrick was stationed at Billings, Mont., as agricultural sales manager under the Fargo Branch.

Case Appoints Two for Utility Sales Operation

FORMATION of a separate department to handle sales of its Utility wheel and crawler tractor line is announced by W. C. Duesler, vice-president, sales, J. I. Case Co., Racine, Wis.

Heading up the new Utility sales operation is William J. Schlapman, a veteran of 17 years in the construction equipment industry. Assistant sales manager, Utility line,



Schlapman

Vogel

is W. H. Vogel, who has a background of 18 years in this field.

Until recently, both men were associated with Wagner Iron Works, Milwaukee manufacturer of utility tractor attachments. Schlapman was vice-president in charge of sales, and Vogel, general sales manager, Structural and Machinery Division.

Organization Changes Made by Stewart Co.

PETER STEWART, president of The Stewart Co., Ford tractor distributor for Texas, announces the assignment of new responsibilities for many of the field organization under J. L. McNabb, vice-president and general manager.

M. H. Turner, senior sales manager, is in charge of all Dallas districts, certain staff sales responsibilities, and supervision of representation program and industrial sales program. Harry Bryant is sales manager in charge of all San Antonio districts, and R. L. Davies, Jr., serves as promotion and training sales manager.

Now carrying the title of district manager, with full executive responsibilities, are the following: Harvey Bell, James W. Berry, Vaun Johansen, Haskell Berry, Harold Calhoun, Randy Saffell, Kenneth Goforth, Walter Beerwinkle, C. D. Kelly, Gayle Ingram, and Judge Lyons.

Commercial Credit Opens Richmond Branch Office

A. N. WILLIS, president of Commercial Credit Equipment Corp., Birmingham, Mich., a wholly owned subsidiary of Commercial Credit Co., Baltimore, Md., announced the opening of a new branch office March 1 in Richmond, Va.

J. R. Tebow has been named manager of the Richmond branch office. He was formerly assistant manager of the CCEC branch office in Charlotte, N. C. J. A. Hedlund, regional manager, will supervise the operations of the branch offices in Richmond, Va.; Syracuse, N. Y.; and Philadelphia, Pa. The company maintains offices in 18 major cities.

HANDY-HANK Power Creeper

**SAVES
WORK
SAVES
TOBACCO**



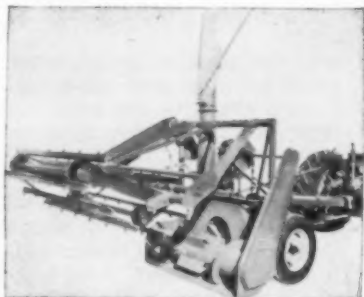
**SOLD ONLY THROUGH
FARM EQUIPMENT DEALERS
WRITE FOR PRICES AND PROFIT DEAL**

Tobacco Grower's MONEY MAKER

Fast seller to tobacco growers. HANDY HANK Power Creeper takes drudgery out of cutting lower tobacco leaves. Grower makes more money by cutting (priming) lower leaves as they ripen before crop is ready for harvest. Gains 700 or more pounds of tobacco per acre. Operator rides comfortably between rows—easily cuts 2 acres a day. Grower sells more high quality tobacco.

Tobacco growers are buying this unit on sight. Saves its cost first season. Large grower buys several.

CHAMPION CORPORATION, Hammond, Indiana



SUN-MASTR Trenslog Loader

Only Sun-Mastr Gives You the
Most Complete Line of Tractor
Operated Mowing Equipment
REEL . . ROTARY . . HAMMERMILL



Patented Kub-Klipper

SUN-MASTR[®]

A Name That Will

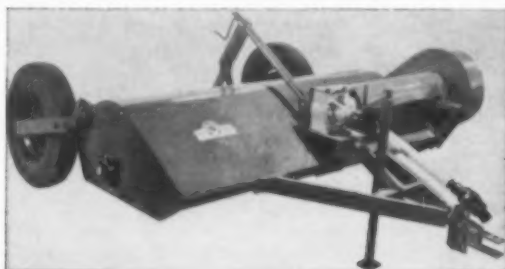
Help YOU Make Easier Sales — Quicker Profits!

Mowing Equipment for All Tractors — All Jobs!

**WRITE — WIRE — PHONE
for FREE CATALOG
and Current Low Prices**

**SUNFLOWER
INDUSTRIES**

Olathe, Kansas



SUN-MASTR Hammermill Type T72



**SUN-MASTR Patented
REEL GANG MOWERS**



SUN-MASTR M60D ROTARY



Planter's mechanics strive to repair all implements in the field, but request that the major jobs be done in the shop. At left, firm co-owners Ewing Stokes and Clifton Major direct the loading of a newly-overhauled tractor onto their delivery truck, backed into a pit designed for such purpose

By Ross L. Holman

Canvassing Territory

doubles their service volume

FIELD CANVASSING farmers for their service work may appear difficult for some, downright impossible for others.

But for the Planter's Tractor Co. of Russellville, Kentucky, it has paid off mightily, doubling its parts and service volume each year for the past three.

When Clifton Major and his partner, Ewing Stokes, took over this franchise at Russellville three years ago, the servicing of this line was in a chaotic condition.

The previous dealer had operated a successful auto agency along with his implement operations and had given car sales and servicing his major attention. Many customers were carrying their implements to dealers in adjoining counties for necessary servicing.

When Major established himself at Planter's, he covered the countryside each day to win friends and influence customers. He told every present user that he was going to make implement repair his chief concern.

Each day, whenever he or Stokes took off for the open spaces, a box of tools was loaded in the car. Whenever he saw a tractor, com-

bine, or other heavy implement in his line at work he got out to see if it was giving satisfaction. If it needed a minor adjustment, he took out the tools and went to work. If he discovered major disabilities, he arranged with the owner, if possible, to send out one day later and pick up the equipment for shop attention.

Field canvassing for service jobs has been one of the important factors that has kept parts and service doubling and redoubling year after year. Both Major and Stokes are expert mechanics. Granville Cates, the other field seller who works with the two partners in promotion, is also a good mechanic.

Major says that field selling requires the salesman to be thoroughly familiar with the machine he is selling and to know what to do for it when it is ailing. With that kind of mechanical skill, his sales force has been able to inspect each machine in the farmer's field or in the shed and inform the owner as to its reconditioning needs.

"There is no time of the year when my shop isn't busy, though, of course, there are seasons when the strain is greater than at oth-

ers," explained Major. "I have five mechanics and they are all good. I could use even more if I could find skilled men measuring up to our needs."

Major seeks his best mechanics among farm boys who have been operating the same kind of implements serviced in the shop. These boys in Major's opinion are already partially skilled in the work they would do at Planter's. Furthermore they have a farmer's viewpoint. They have a better conception as to what the average farmer expects of his machine. They are more easily trained than boys without implement-operating experience.

Planter's has shop equipment to meet all the servicing needs of its area—chain hoists, presses, electric and acetylene welders, valve grinders, steam cleaners — and whatever else required to do a quick and satisfactory job.

Major rarely does repair work in the field or on the farmer's premises. "By bringing implements to the shop, I save money for both customer and our company," he explained. "In the shop we have all the facilities for anything to be

With tool boxes in hand, these Kentucky farm equipment dealers each day head for the open spaces, selling tractor and combine operators in the field on their probable need for equipment service. . . . repairs, tune-up and overhaul

done. We have a wrecker that can quickly bring any tractor or combine into town. We also have a trailer, onto which anything can be loaded. It is adjusted so that one end can be lowered to the ground so an implement can be run upon it ramp style.

"At the plant, we have a ramp for loading and unloading. I charge the user 20 cents a mile for pickups hauled to and from the shop, but this is much cheaper than trying to do a major repair job on the customer's premises," he said.

Planter's sponsors a daily noon radio program. It is a market report, in which all farmers are interested. Major finds this medium to be the best promotional aid in his business. His commercials stress the importance of bringing implements to the shop during idle seasons, so as to save costly breakdown when in use.

Whenever reconditioning work at the shop tends to slow down, Major speeds it up by advertising a free paint job with each \$100 overhaul deal. About 50 percent of his users now have their machines reconditioned during the idle season. One of the biggest repair jobs is the replacement of worn-out

motors—a job that brings in between \$150 and \$175. By aggressively pushing this work on radio and in field canvass, the shop gets practically all the work it can handle during dull seasons. One effective method of promotion is by advertising at a local open air movie theatre. A film brief showing the Planter's tractor plant, along with the right seasonal message, gets good results.

Like other dealers, Planter's gets numerous and varied trade-ins. All that are worth further farm service are reconditioned before resale.

Planter's mechanics are paid a straight salary. The management doesn't pay for overtime, but makes liberal concessions to compensate. Besides a week's vacation with pay each year, employees are allowed special days off throughout the year without pay deductions. For example, if a worker wants a day off for fishing, a family picnic, or church social, it is often arranged without wage penalty.

There are occasional absences because of sickness. Sometimes an employee is allowed up to five days without pay loss. After a five-day sick period, Planter's has insurance coverage to meet the financial need.

With these liberal provisions, Major says he doesn't encounter
(Continued on page 106)



Major seeks his mechanics among farm boys who have operated the same kind of implements serviced in his shop. These, he claims, train easier and have a "farmer's viewpoint," a highly important factor in the business. Above, he points out a possible trouble-maker in a faulty tractor engine for a mechanic-trainee, who carefully takes notes on various points later to be analyzed



Stokes has discovered that field selling requires a salesman's thorough familiarity with the machine to be sold or serviced. Without such skill, inspection of equipment in the field and on-the-spot diagnosis would be impossible. At left, he hastily tosses a tool box in his pickup truck, which he is preparing to head for a neighboring farm requesting his mechanical know-how

PROFIT PROGRAM FOR DEALERS

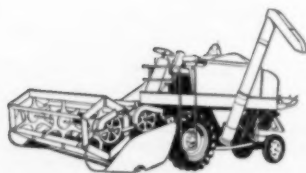


NEW MASSEY-HARRIS 35—First self-propelled combine for family-size farms

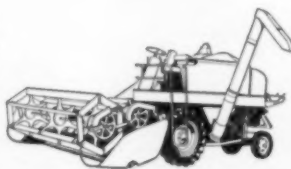
BALANCED SEPARATION. Like all Massey-Harris combines, the "35" features straight-through threshing and cleaning. 7 ft. cut. Gets all the grain, fast and clean. Surprisingly large capacity.

COMFORT AND CONVENIENCE. Easy to handle. Convenient controls. All-around operator visibility. Fold-away unloader. Powerful, 4-cylinder tractor engine. Hydraulic table lift.

MASSEY-HARRIS COMBINES are the recognized leaders. Now—a full line for economical operation on large and small acreages.



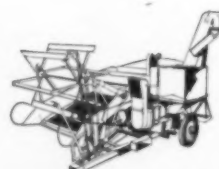
MASSEY-HARRIS 92. This is the big-capacity Harvest Streamliner. Self-propelled. 12, 14, 16 ft. tables.



MASSEY-HARRIS 82. Another big-capacity beauty. 10, 12, 14 ft. widths. Self-propelled. Gives unmatched performance.



MASSEY-HARRIS 60. Highly efficient grain-saver for average acreages. 10 or 12 ft. Self-propelled; 8 or 10 ft. pull type.



MASSEY-HARRIS CLIPPER. The original scoop-type combine. 6, 7 ft. widths. Efficient harvesting at low cost.

THESE WORLD-FAMOUS MASSEY-HARRIS COMBINES AND THE COMPLETE LINE OF MASSEY-FERGUSON TRACTORS OFFER DEALERS AN UNUSUAL PROFIT POTENTIAL

The Best Franchise in the Business. Dealers everywhere are enthusiastic about the Massey-Ferguson Franchise because it gives them a complete, out-ahead line of machinery to sell . . . *and the tools to do the job successfully.*

A Full Line. M-F dealers have the most wanted combines (pictured at left)—unmatched tractors with the Ferguson System—grassland equipment, tillage implements and machines needed for all types of farming. Then, the M-F franchise goes all-out in dealer profit-building aids.

Consider the 3 M-F Retail Financing Plans. As you know, dealers with only one rigid credit arrangement to work with often run into trouble . . . lose sales. But Massey-Ferguson dealers can offer 3 Flexible Financing Plans. It's easy to set up a plan to meet the exact needs and situation of any customer.

Extra Profit Incentives. And, as sales volume grows for an M-F dealer, a graduated sales bonus increases his earning on tractors, combines, all implements and parts. Other dealer profit incentives include a generous performance bonus, interesting trade discounts,

and special terms on "demonstrator" machines.

Parts and Service Facilities. Check into Massey-Ferguson parts and service policies and facilities. They are designed to help dealers please and hold customers . . . to build repeat business. There's a new master parts warehouse, and parts depots where they do the most good for dealers in speeding parts deliveries. Our new central inventory control is mighty helpful . . . Factory schools help train M-F dealer mechanics to handle repairs and reconditioning efficiently.

Advertising Support. A powerful advertising campaign supports M-F dealers. It's new, different, stand-out advertising. Watch the leading farm publications in your area . . . listen to Massey-Ferguson messages on radio from top Farm Directors and Farm Commentators on the most listened-to farm stations. Dealers are listed in both print and radio advertising.

This message gives you the highlights of our M-F franchise. The full story is still more interesting from the dealer-profit angle. Why not pick up your phone and talk with a Massey-Ferguson Branch Manager? Might be well worth your while!



MASSEY-FERGUSON

Massey-Ferguson Inc., Racine, Wisconsin

World's most famous combines and the only tractors with the Ferguson System

BRANCH ADDRESSES AND TELEPHONE NUMBERS

CALIFORNIA
314 S. Aurora Street
Stockton 8, California
Phone: H0ward 6-7923

COLORADO
5000 Vasquez Blvd.
Denver 16, Colorado
Phone: ALpine 5-5493

GEORGIA
4800 Peachtree Industrial Blvd.
Chamblee, Georgia
Phone: GLendale 7-7251

IDAHO
2200 N. Main Street
Pocatello, Idaho
Phone: 4656

ILLINOIS
1400 East Linn Avenue
Springfield, Illinois
Phone: 8-7355

INDIANA
6143 Brookville Road
Indianapolis 19, Indiana
Phone: FLeetwood 7-1107

IOWA
4525 E. 14th Street
Des Moines, Iowa
Phone: AMherst 2-5645

KANSAS
2850 Fairfax Road
Kansas City 15, Kansas
Phone: ATwater 1-7580

MARYLAND
York and Timonium Roads
Timonium, Maryland
Phone: VAlley 5-6080

MICHIGAN
919 Filley Street
Lansing, Michigan
Phone: IVanhoe 7-5416-7

MINNESOTA
802 St. Louis Street
Hopkins, Minnesota
Phone: West 8-3503

MISSISSIPPI
Van Winkle Subdivision
Jackson, Mississippi
Phone: 5-3481

NEBRASKA
700 S. 72nd Street
Omaha 8, Nebraska
Phone: GLendale 8390

NEW YORK
316 S. Warren Avenue
Syracuse, New York
GRanite 1-2131

NORTH CAROLINA
1610 North Tryon Street
Charlotte, North Carolina
Phone: FRanklin 6-4828

NORTH DAKOTA
3110 West Main
Fargo, North Dakota
Phone: 2-7187

OHIO
1165 Kinnear Road
Columbus 8, Ohio
Phone: HUDson 8-0669

OKLAHOMA
3920 N.W. 39th Street
Oklahoma City 12, Oklahoma
Phone: WIndsor 2-5571

OREGON
8303 N.E. Killingsworth
Portland 20, Oregon
Phone: ATLantic 8-5751

TENNESSEE
1332 Louisiana Street
Memphis, Tennessee
Phone: WHitehall 2-2416
Oman Street—Acklen Park
Nashville, Tennessee
Phone: BRoadway 7-3395

TEXAS
6219 Peeler Street
Dallas 9, Texas
Phone: FLeetwood 2-8417

WISCONSIN
1717 Taylor Avenue
Racine, Wisconsin
Phone: MEIrose 3-8241

The Case for Credit

"What can we do to prevent others from taking our sales? Well, we can wake up and realize that we are living in an age of credit—that our future lies in an age of credit, that only a few years ago sounded completely unreasonable, unsound, and unprofitable to all of us."

At the Spring meeting of the Farm Equipment Manufacturers Association, held March 12-13 in Chicago, one of the most provocative talks was made by Carl Hill, Jr., of the Connally Implement Supply Co., wholesalers in Amarillo, Texas. Hill emphasized that the nation is now in an era of credit selling. To compete effectively the farm equipment industry, at all levels, must provide adequate credit terms for customers. The accompanying article is excerpted from his discussion.

By Carl Hill, Jr.
Connally Implement Supply Co.
Amarillo, Tex.

IF YOUR distributors are to be successful in moving your products they are going to be forced to have a floor plan arrangement, better dating or both. You as a manufacturer and I as your distributor are falling behind the field rapidly—and if we don't wake up and get going we will see other types of industries or perhaps the major manufacturers running away with the dollars that rightfully should be ours.

What can we do to prevent others from taking our sales? Well, we can wake up and realize that we are living in an age of credit—that our future lies in an era of credit, that only a few years ago—sounded completely unreasonable, unsound, and unprofitable to all of us.

Three years ago no one could make me believe that a farmer wanted to buy our equipment on a monthly payment plan.

Why, if he wanted a posthole digger and didn't have the cash, he would just go to the bank, borrow the money, buy the digger and then

pay the banker when he sold his calves. I really believed this and can prove I made a fool of myself telling many dealers just how smart I was in the credit field. Well, I won several arguments, but I lost just as many sales—and, after so long a time I realized that it was Sales and not arguments that was feeding my wife and four children.

It didn't take a genius to look around and see the farmer was looking for and demanding monthly payments. Why shouldn't he. His wife was asking him for money each month to pay on a washing machine, a refrigerator or a deep freeze. Now many of these items had been bought from the same implement dealer as the farmer was buying his equipment. Soon the farmer was wondering why, if the implement dealer could sell mamma a washing machine on credit why couldn't that same dealer sell him a posthole digger under the same terms. The banker would not loan him the money to buy the digger, and if he waited to get his digger after mamma finished paying for the washing machine, he would not need the digger, or perhaps by that time mamma would have bought something else. The end result—the posthole digger manufacturer

had lost another sale.

Let's get a little more realistic and see the other side of the picture. Perhaps I shouldn't use personal examples, but I would like to tell you of an experience we at Connally's had last summer. We were going all-out to promote the sale of rotary hoes. We had a good line of rotary hoes, we had a good dealer who believed in our product, who had the hoes on hand and was advertising them daily. Best of all, the farming conditions in the area were perfect for the sale of hoes. Everything was perfect, except that our dealer was being out-sold by a competitive major line, by a ratio of about 15 or 20 to one. Our pride was hurt (and our pocketbooks were hurt worse).

Lost Sales

Something had to be done—we were getting the lookers but our competitors were getting the sales.

Your speaker visited the dealer to see if anything could be done. We decided to go visit several farmers who had stated they liked our hoe and had told our dealer that he had the best price—but who the dealer knew had purchased a hoe from his competitor. What did we find out? We found, without exception, the farmers had

bought the major line product because he could buy it for a small down payment and pay the balance monthly.

As I said earlier—I was the one that knew the farmer didn't want to buy on monthly payments. Now, I found myself standing before a dealer who was wanting to know what he could do? (and I might add) I had a mental picture of some 4 or 5 truckloads of hoes in my warehouse. There was just one answer, (I said to myself) "Hill, you have to eat those outdated ideas of yours and call in a credit house."

We were very fortunate in finding that Dearborn Motors Credit Corporation (now Commercial Credit Equipment Corp.) had a man only a few miles away. We immediately got in touch with the CCEC man—arranged a meeting that night at which we were successful in getting the dealer's credit approved and were, therefore, able to go on the radio the very next day with a new program, telling the farmers that our hoes could be purchased on a time payment plan. Gentlemen, you can believe it or not, but in 48 hours we were selling as many hoes as was the major line dealer, and in 72 hours we were outselling them in this particular town, where before our dealer had a credit plan available we were being so badly outsold. Yes, there is business for all of us if we use keen judgment and proper management in meeting the present day market. You can bet your last dollar that we are telling our dealers that there is a retail credit plan available to them today for their allied equipment.

I only wish we could also tell them there was a good floor plan arrangement available. Such a wholesale plan can be made available if the people in this room will fight for it hard enough.

What's wrong with most of those available today—? mainly two things—(1) They are written for too short a period of time and (2) The distributor does not have sufficient margins to offset the cost of the plan (which is normally 3 to 4%).

We might also add that the recourse is a little rough from a distributor's point of view.

Yes, the people in this room can make a good floor plan available to your distributors and dealers. All you have to do is to work long enough and hard enough to sell the money market on the fact that you are making good products, selling them through legitimate and well

financed distributors at a fair price and I'm betting that a reasonable financial arrangement will be made available in short order.

Good Dating Needed

Now it is true that we all need a good finance plan; however, there is also another way to approach this problem which can also be very effective and can certainly be put into operation faster. This being a good dating program. Many of you here are now working under a dating program and I'm sure you will agree it is help-

ing your sales tremendously. I recommend everyone here check into a good dating program if you do not already have one. If you do have one—recheck and see if your program is flexible enough that you and your distributors are getting the maximum benefits from it. A poor dating plan is worse than no plan at all.

We know of several of our suppliers that have set up their programs to agree with the seasons here in the corn belt. These programs do little good in the cotton
(Continued on page 106)



HERSCHEL PARTS
are available to fit
ALL MAKES of mowers and combines

HERE'S HOW to MULTIPLY your PROFIT opportunities



HERCROME

Ask your Herschel representative about "HERCROME" knives, sections and guards—the miracle of modern cutting.

R.HERSCHEL
MANUFACTURING CO., INCORPORATED

FACTORY AT PEORIA, ILLINOIS

Distributors: R. C. Cropper Co., Macon, Georgia; Southern Supply Co., Dallas, Texas

Stock, display and promote Herschel Parts for more sales and more profits! Herschel Parts are available to fit ALL MAKES of mowers, combines, forage harvesters and swathers — you make the sale regardless of make . . . profit from EVERY sales opportunity!

You can recommend Herschel Parts to your customers with complete confidence in their superior performance. Herschel accuracy and quality are the achievements of over 70 years experience and engineering advancements. Herschel is America's first name in cutting parts for farm machinery!

Now's the time to prepare for a year of heavy cutting and strong demand for replacement parts. Check your stock . . . order now. You can rely on our prompt, dependable service.



Dealer Paul Freeman is learning that, despite keen competition, the market for industrials offers an ever-increasing opportunity to take up any slack in farm equipment sales. Above, Freeman waves good-bye to a beaming buyer who drives off an industrial outfit which he has just purchased from Southern Farm Equipment

Industrials Add the "Cream"



Freeman points out a crawler-loader selling-point to a prospective buyer

By Ross L. Holman

ADDING industrials to his somewhat static farm equipment lines has enabled one Nashville, Tennessee, dealer regularly to skim off the pure cream of profits and keep his business on the sunny side of solvency.

Some years ago, Paul Freeman decided that one way to keep a growing business growing would be to "grow" a new class of customers.

As head of the Southern Farm Equipment Co. in Nashville, he traded primarily with farmers. But droughts and tumbling farm markets created such a stubborn sales resistance among farmers that he began looking elsewhere for customers whose buying power, under the prevailing conditions, had more potential.

That's when he, as the John Deere dealer of that area, took on his line of industrial equipment and found a new class of buyers.

He began calling on and circularizing building and plumbing contractors, electrical construction men, and others who needed heavy construction equipment.

For example, when starting out, he called on two different contractors and sold each a crawler tractor and a dirt loader to go with it. These two sales, alone, ran close to \$10,000. And that whooped up his spirits so much that he continued calling on contractors, last year selling more crawlers, each of which called for one or more power tools, such as backhoes, graders, dirt loaders, etc.

"The profit opportunities in this field are now greater than in the farm trade," Freeman said. "Ordinarily, when a contractor wants a new tractor, digger, or other implement, you can do business with him much faster than with a farm-owner.

"Right now," he continued, "the farmer is caught in a cost-price squeeze and has to figure every purchase on as close a basis as possible. The contractor who is developing a subdivision and building a lot of houses won't take time to dicker and squeeze out the last dollar. He has a much better opportunity than the farmer to take

(Continued on page 106)

MODERN PROTECTION...



Like Federated Mutual!

The Nike missile system is capable of intercepting and destroying enemy aircraft regardless of evasive action, weather conditions or visibility. We all can be thankful that our nation possesses such formidable defense weapons.

There are entirely new concepts of modern protection in the insurance field too. There is little resemblance between many of the coverages *Federated Mutual* is writing for business today and those of just a few years ago. Coverages are broader, more comprehensive to overcome the burden of "too many policies." There are special forms *Federated* has developed exclusively

for your line of business.

In these days of rapid change it pays to insure with a firm like *Federated Mutual*, where you quickly benefit from the latest advances in modern insurance protection.



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MID-ATLANTIC DIVISION
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INSURANCE FOR • BUSINESS • HOME • CAR ... Association Membership doesn't Cost ... IT PAYS!

SOUTHERN FARM EQUIPMENT for May, 1958

103

John Deere Forage Equipment





*It Brings Feeders and Dairymen Relief
from Long Hours...Hard Work...High Costs*

The endless task of feeding is a big part of the feeder's and dairyman's business. John Deere Forage Equipment is designed to reduce the long hours . . . eliminate the back-breaking work . . . and bring feeding costs into line with other farming operations.

Take, for instance, the new 15 Rotary Chopper. This low-cost, flail-type forage harvester is rugged and dependable with tremendous capacity. It brings pasture to the cows . . . makes quality grass silage. It also shreds and spreads cornstalks and straw in the field or for bedding, cuts brush, and does many other jobs.

Then there's the No. 8 Forage Harvester with quickly interchangeable mower-bar, windrow-pickup, and row-crop units—an all-around feedmaker. Its heavy-duty flywheel cutter chops crops to any length desired.

Another mainliner is the new Forage Box Attachment for the John Deere Model "N" PTO Spreader—it makes a big-capacity, self-unloading forage wagon at low cost . . . delivers chopped material from side or rear to speed feeding operations.

And, there's the new 110 Chuck Wagon Mixer-Feeder—a real cost-cutter that mixes supplements thoroughly into chopped material as it's delivered into feed bunks. The **Chuck Wagon** also unloads from the rear into forage blowers, elevator hoppers, trench and bunker silos.

This kind of engineering—for each job and pocketbook—makes the John Deere franchise the most valued in the industry.



JOHN DEERE
MOLINE, ILL.

*... "Wherever Crops Grow,
There's a Growing Demand for
John Deere Farm Equipment"*

Canvassing Territory Doubles Service Volume

(Continued from page 97)

trouble in getting a mechanic to work late on an emergency job, or even at night, if the situation warrants.

Major uses a public accountant for all his bookkeeping. This official comes in at intervals, picks up sales slips, cash register receipts, and other sales documents, from which he keeps the books posted up-to-date. The books show a separate accounting for parts and service and Major says they actually show a reasonable profit.

There is a full-time parts salesman who keeps a complete parts transaction record through a perpetual inventory system. Each index card shows a full record of the listed item, how many on hand, how many sold, date of last order, etc. Much shop profit comes from sale of these parts. "I never allow any important part to be sold out," said Major. "The success of any shop operation depends on putting a customer's machine back into operation as quickly as possible. In times of seeding, harvesting, or other vital operations a disabled implement can cost the user hundreds of dollars. You just can't afford to let things like that happen."

He continued:

"Now, of course, it is impossible for the average dealer to stock every part for every implement he handles. But you soon learn which items will be most needed. If, however, I get one of those once-in-a-blue-moon calls for a rare part not in stock, I get overnight delivery from Memphis and put the disabled machine back into operation with little loss of time."

But, even with these precautions, Major has another emergency remedy up his sleeve. Suppose, for example, a tractor breaks down, hundreds of dollars worth of crop are at stake, and the weather is threatening. Even though all essential parts may be in Planter's bins, the disabled machine may require three or four days of repair. In that case Major sends the distressed farmer a trade-in tractor from his lot, giving him free use of it until his own gets back on the job.

"You can't realize how much goodwill this neighborly service creates," he explained. "In fact, I occasionally lend out tractors to farmers who have suffered no breakdown at all. Sometimes one

of them merely gets behind in his farm work. I let him come to my lot and drive off one or more trade-in tractors to supplement his own machines, so he can catch up with his work. He doesn't forget that kind of favor. When he gets ready to buy another tractor, he comes to the dealer who has helped him out the most. I have also loaned out used forage harvesters and balers," Major pointed out.

Planter's has 6,000 different items in its parts bins, valued at around \$18,000. On the counter is a six-foot row of catalogs. It has a catalog section for each implement and parts.

Planter's loses nothing by emphasizing service rather than sales. During the 1957 season it sold, in addition to other implements, nine self-propelled combines and 15 pull-type.

The Case for Credit

(Continued from page 101)

and maize country and have actually proved to be a handicap to us at times.

We at Connally's, are giving seasonal datings on all equipment sales whether we receive a dating or not. It does help us sales-wise, but I'm sure it's no secret that our working capital is too limited to give this type effort a real push. Unless we are backed up by our suppliers with correct seasonal datings, our dating program is doomed.

Only this past year we increased our purchases from one supplier some five or six times after a dating plan had been worked out to fit our territory.

I do not think I'm asking too much of our suppliers when I ask for a seasonal dating—after all—together we make a team and certainly neither of us can be successful without the full cooperation of the other. It has long been a true statement—that a dating program is better business for the seller than it is for the buyer.

Credit and financing are only two of the mutual problems you have a share with your distributor. Dozens of other problems confront you daily. It is a pretty well considered fact, however, that if you will build a quality product, package it well, and back it up with good literature, good assembly instructions, and a readable set of operating instructions, that your distributor will do you a good job.

I wish I had the words at hand that would impress on you how important packaging and assembly instructions really are. It does little good to make a quality tool, advertise it well, and to do all the other common sales practices, only to have this tool arrive at its destination without a packing list, set-up instructions and operating instructions. In the past, one of our lines with the greatest demand and need in our territory has been one of our poorest sellers, just because our dealers couldn't figure out how to assemble the unit when it arrived without proper instructions.

Last summer, one of our territory men had to spend six weeks time in getting the machines set up that it had taken him only a week to sell. Unfortunately, about a third of the machines got set-up too late to be sold by the dealers last summer, so you can well imagine that they have insisted that the unit be carried over for a year. You can just as well believe that we have insisted that our supplier furnish us with proper set-up instructions. The old adage of everything usually working out for the best, probably applies in this situation, since I can now tell you that we have the finest and most complete pamphlet of set-up and operating instructions on this unit I have ever read.

Industrials Add the "Cream"

(Continued from page 102)

this horsepower off my hands and pay for it. If he has something to trade in, he doesn't try as hard as the farmer to prize the appraisal value far beyond its resale possibilities," said Freeman.

While the competition in the industrial field is keen, there's a tremendous harvest and the field is growing, Freeman believes. The same John Deere that supplies his farm needs furnishes the others. He handles a few construction tools of other brands, too, but, generally speaking, he doesn't go beyond the manufacturer with whom he already has his farm implement franchise.

Some of his best customers are plumbing contractors. These boys have water lines to dig, septic tanks to construct and repair, and dirt to load. They need crawler- or wheel-type tractors, backhoes,

loaders, and similar equipment to speed their work.

Practically all cities, as well as towns of county seat-size, are doing lots of construction. Subdivisions are being built, lands bulldozed and graded, and dirt loaded and hauled away. Freeman supplies all tools for such work.

Last year, for instance, he learned that a gas company had several miles of pipe to lay. He got in touch with the key officials and sold them five crawler tractors with auxiliary equipment. A backhoe usually sells for around \$2,200, and when a dealer sells one of these along with a \$4,000 crawler, he is piling up a nice volume in just one sale.

Within the past two years, Freeman has sold the city a few power mowers for park use at around \$3,000 each. He also sold some crawlers and mowing machines to golf courses.

He considers it reasonably easy for a farm implement dealer of one of the major companies to add an industrial line to his regular stock, as most of such companies have industrial divisions.

When he took on his new line, the company sent to his plant an industrial representative who went around with him to call on prospects. As a result, he learned the most important selling techniques and methods of pointing out to these prospects the things they wanted to know.

He says that, generally speaking, the industrial machine is more complicated and a little harder to set up and start operating than the average farm implement. But he has all five of his mechanics well-trained in assembling and servicing. He sent them to the district John Deere school which gives them periodic refresher courses.

He keeps a line of parts and rarely has trouble supplying what is needed. It is, of course, impossible for a retail dealer to stock every repair item that may be needed. But if the emergency justifies, a vital part may be flown in to save a customer a costly delay.

One advantage Freeman finds in selling industrial users is that collections are faster. Unlike the farmer who frequently has to wait six months to a year for a crop harvest, the average plumber or contractor can either pay cash or pay by the month.

Another important difference between industrial and agricul-

tural accounts is that the former doesn't lend itself easily to demonstration, though Freeman does a little of it. In a way, this is an advantage. When a prospect knows that a demonstration is difficult, it saves the dealer a lot of time in putting over a sale. However, when he runs across a "show-me" prospect, it is easier to carry him to a construction project where one of his machines is at work, than to trot out one of his own.

He says that one thing smoothing his way into the industrial field was hunting up contractors who owned farms. In checking the contractors serving any community, one can nearly always find a few who own farms on the side. These, in all probability, have been sold or contacted by the dealer on farm needs. By promoting Deere industrial implements, Freeman found it easier to break down sales resistance among these farmers than among those who don't own farms.

Although present farm buying-power isn't what it once was, Freeman is still promoting his agricultural lines as vigorously as ever. They are still his bread-and-butter, while the industrials have been a great help in keeping his business solvent.

He has also taken on an in-between line, a power lawn mower. He sells this machine to farmers, as well as to city dwellers who have extra grass footage to mow. This machine not only mows grass, but has 28 attachments to do 28 different things. For garden cultivation, it has plows and harrows. It also has a saw attachment for cutting down trees. These and other uses have made the power lawn mower a profitable sideline with regular industrials.

Jackson Named Traffic Manager for New Idea

ROBERT F. JACKSON has been appointed traffic manager for New Idea Division of Avco Manufacturing Corp., according to Blair Williams, assistant general manager. He succeeds the late J. R. Dreffer, whose death occurred January 7.

Jackson has served as New Idea's assistant traffic manager since joining the company in 1954. Previously he served 15 years with the Central Territory Railroads Freight Traffic Committee in Chicago.

BIG!



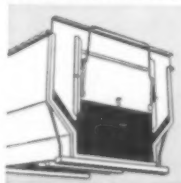
NEW!

ELECTRIC

125-bu. Flare box at low price!

Choose either an easily removable *conventional* or *swinging* endgate. Heavy-gauge galvanized steel and reinforced contoured side-supports insure box rigidity, eliminate sagging or bulging with full loads. Complete with 2" deck, stake pockets, and anti-spreader chain. Backed by over 70 years experience in the farm equipment field.

TWO OPTIONAL ENDGATES



MODEL 5126

New endgate with large sliding panel. Entire endgate lifts out by removing two rods.



MODEL 5125

Swinging endgate with large sliding panel and new positive locking device.

See complete

ELECTRIC

line at your nearest dealer.

ELECTRIC WHEEL CO.

2800 CEDAR, QUINCY, ILLINOIS

Division of the Firestone Tire & Rubber Company

NEW EQUIPMENT.....



A-C Adds Roto-Baler with Continuous Flow

A NEW CONTINUOUS flow non-stop Roto-Baler is announced by Allis-Chalmers as an addition to its line of hay tools. This new Model 10 is a companion to the standard model which first introduced the round bale in contrast to the square bale as a method of packaging hay.

The roll-up compression principle of the Roto-Baler is the same as the lower-priced standard model except that the baling operation is continuous. Dimension of the bale and the method of forming it are the same.

Continuous forward motion is made possible in the new model by a simple device that automatically bypasses the incoming material over a longer route while the bale in the machine is being wrapped and discharged, after which the cycle is repeated. The operation is entirely automatic.

In the standard model the forward travel is halted when the bale has reached its predetermined diameter, and remains so while the bale is being automatically wrapped with twine and discharged from the machine.

Both models produce the same round bales, which embody weather resistant and feeding qualities.

Brillion Iron Markets New Shredder Models

THE SURE-SHRED 60, a new line of shredders directed at the medium capacity and price market and said to possess capacity to clean-up two-inch-thick brush and do a once-over job in field

trash from corn to cotton, has been announced by Brillion Iron Works, Brillion, Wis.



The new unit comes in two basic styles — the standard pull-type machine and a three-point hitch. Four models are available in the pull-type and two variations in the pick-up shredders. Both are said to follow basic design of the Cut-All line already known for its exceptional strength and shredding ability in heavy trash and orchard prunings.

Other features of the new unit include 3/16" steel plate housing,

1½" x 4" reversible blades, 40 hp gear box, 1100 rpm blade speed, and the ability to skim the ground or cut as high as 14".

Gehl Offers Optional Equipment for Forage Box

TWO PIECES of optional equipment have been designed for addition to the Gehl self-unloading pto forage box, according to an announcement by Gehl Bros. Manufacturing Co., West Bend, Wis.

A conveyor extension is now available for unloading into extra-high feed bunks. The 40" extension mounts on the side of the box at the unloading spout and has a cleated rubber belt which carries forage up into the tallest feed bunks. The unloading height may be adjusted from 32" to 40".

When not in use, the conveyor extension folds up and out of the way. The chain drive for the conveyor rolls is enclosed for safety and the construction of the extension is all steel.

A reversible apron is available as optional equipment for rear unloading into regular blowers or into trench silos. The same box may be used also for side unloading by simply reversing the apron.

Gehl's self-unloading pto forage box unloads by itself automatically and may be either truck or wagon-mounted. In addition to the optional conveyor extension and reversing apron, Gehl also offers an optional third beater for use with chopped hay where the sides of the wagon are extended higher.

Literature on the conveyor extension and reversing apron is available from the company.



J. I. Case Introduces New Wire-Tie Baler

J. I. CASE Co., Racine, Wis., introduces its new Model 135 Wire-Tie Baler as a lightweight, low cost baler designed for the small acreage hay grower. In addition to regular hay crops, the 135 will handle coarse, rank, and stemmy crops such as bean or peanut vines plus light and fluffy crops.

A new Flo-Director, located just in front of the auger, helps to increase the capacity of the 135 Baler by providing a more uniform flow of material into the feeding auger.

A new 4-way bale tension provides solid, square bales regardless of the crop or conditions, the company states. The equal pressure applied to all four sides of the bale assures even compression of every charge to produce firmly packed, uniform-weight bales throughout an entire crop or field.

The 135 Case Baler utilizes a simple wire twister which makes the twist tight against the bale to utilize the maximum compression of the bale. The twist is automatically locked down against the bale making it as strong as the wire itself.



rows have brackets that handle any standard $2\frac{1}{2}$ " or $3\frac{1}{2}$ " two-way control cylinder, permitting the operator to adjust working depth or raise the teeth on-the-go for transport.

When the harrow is equipped with power-set depth control, the operator backs the tractor to set teeth at desired depth. Teeth are raised for trash cleaning or transport by the operator's pulling the trip cord and driving forward.

The steel drawbar on the No. 400 can be adjusted to three different vertical draft positions to match soil conditions. A special smoothing bar that mounts on the rear tooth bars is available for pulverizing and smoothing cloddy surfaces.

New Oliver Tractor Claims Special Engine Power

A WHEEL-TYPE tractor in which engine power, through use of Oliver's Lugmatic torque converter,

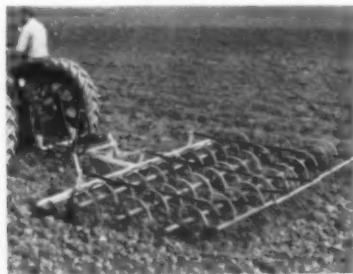
is automatically matched to load requirements is presented to the trade with the introduction of The Oliver Corp.'s new 995 GM Lugmatic.

Oliver's Lugmatic torque converter is said to eliminate the possibility of the engine losing horsepower producing engine revolutions. Lugmatic permits starting heavier tractor loads smoothly and easily in all gear ratios. Since it cushions load shocks, it also materially increases the life of both tractor and attachments, and substantially reduces operator fatigue.

The 995 GM Lugmatic is powered by a 3-cylinder, 2-cycle GM diesel engine. It is the only tractor over 60 horsepower that is equipped with live PTO, through shaft torque converter, and as such is exclusive in the big-tractor field, the manufacturer states. It will develop maximum drawbar pull power through the fourth gear and will develop up to $2\frac{1}{2}$ times more pull power than the standard tractor in sixth gear.

IH Markets New #400 Spring-Tooth Harrow

A NEW SPRING-TOOTH harrow with hydraulic, power-set, or manual depth control, and designed especially for high-speed tractor work is announced by International Harvester Co.



Available in 8-, 10-, or 12-foot widths and with a choice of four or six-inch tooth spacings, the McCormick No. 400 spring-tooth harrow can be equipped with either pointed, alfalfa, detachable, or quack grass-type teeth.

Hydraulically - controlled har-





Utility Model 210B Wheel-loader

Best buy in the low-priced field. 34 gross HP. 11-cu. ft. bucket std. — 13 & 15 cu. ft. optional*. Sturdy one-piece welded main frame. Unbreakable drop-forged front axle. Power steering and shuttle transmission optional.

*SAE rating

WHEELS or TRACKS...

CASE®



NO BROKEN AXLES...
NO ENGINE HEADACHES
when you sell Case *Utility*
wheel-mounted units!

Utility Model 310B Wheel-loader

Built for heavier-duty service at moderate cost. 42 gross HP, 1500 lbs. lift capacity, with 3000 lbs. break-out — 13-cu. ft. bucket std. — 11, 15 & 21 cu. ft. optional*. Heavy-duty wrap-around main frame. Unbreakable forged steel axle. Power steering and synchronized shuttle transmission optional.

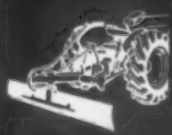
Utility Model 310B Backhoe-loader

Lowest-priced combination unit on the market. Ruggedly-built backhoe digs 12½' deep, reaches 18'7", has exclusive hydraulic foot-controlled 180° swing, with telescoping tubular stabilizers. Choice of bucket sizes. 100% Case-built ... Case-powered ... Case-warranted.

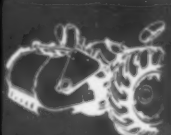


J. I. CASE COMPANY
Utility Sales Division
Racine, Wisconsin, U.S.A.

Partial list of
allied attachments



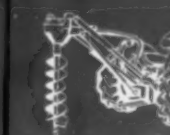
All-purpose blade



Terrascoop



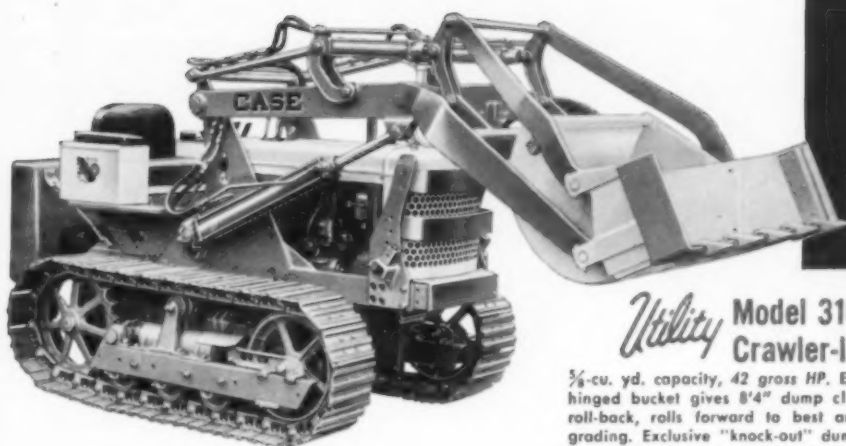
Fork lift



Post hole digger



Post driver



THE CASE *Utility* CRAWLER
IS SPECIALLY ENGINEERED
FOR INDUSTRIAL USE — It's
not just a "converted"
farm tractor!

Utility Model 310
Crawler-loader

$\frac{3}{4}$ -cu. yd. capacity, 42 gross HP. Exclusive front-hinged bucket gives 8'4" dump clearance, 26° roll-back, rolls forward to best angle for fine-grading. Exclusive "knock-out" dump action and adjustable digging stops standard.

gives you BOTH—plus matching equipment for bigger-volume sales

Here is a wonderful opportunity to increase your earnings and prestige with the new Case *Utility* franchise. Even if you are now handling a competitive line of farm tractors, you'll find these new *Utility* wheel and crawler units give you a big edge in selling the profitable contractor-municipal-light industrial market. Case *Utility* machines cover a broader range of year-round applications... are specially built to withstand the strains of industrial use... yet are competitively priced to appeal to cost-minded buyers.

ONE WARRANTY for both tractors and equipment

All *Utility* tractors and major items of equipment are built, powered, and warranted by J. I. Case Company. No split-responsibility, or local mounting headaches. In addition, there's a wide selection of allied attachments for extra versatility, with snap-lock Eagle Hitch, or Power Take-off. A low-cost Case-built tilt-trailer is also available for field demonstrations, and as an extra "clincher" for selling tractors. Contact your nearest Case Branch, or write us direct for full details, on equipment features and franchise availabilities.

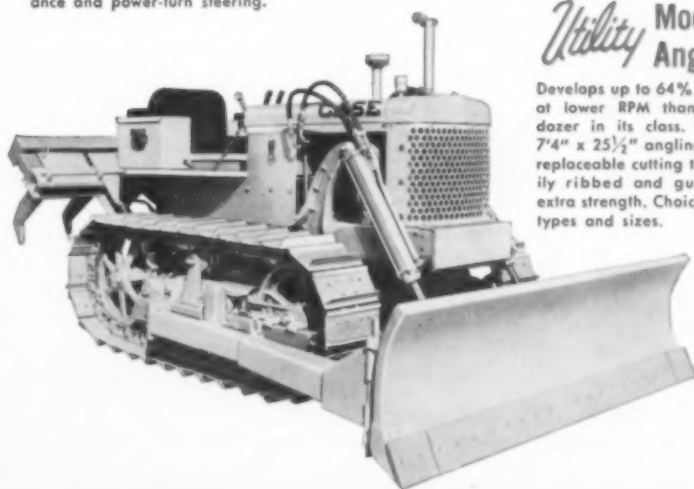
Utility Model 310
Bulldozer

Develops 5690 lbs. of tractive power with rugged 6', close-coupled blade. Features extra-heavy 48" gauge track frame with exclusive center-mounted torque tube, 16" ground clearance and power-turn steering.



Utility Model 310
Angledozer

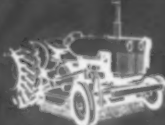
Develops up to 64% more torque at lower RPM than any other dozer in its class. Heavy-duty 7'4" x 25½" angling blade has replaceable cutting tips, is heavily ribbed and gusseted for extra strength. Choice of grouser types and sizes.



CU-CLD-8



Side mower



Rotary mower



Sweeper



Half-tracks



Trencher



Hydraulic scarifier



Winch



John Deere Markets New Cotton Picker Line

A NEW LINE of one- and two-row "clean-sample" cotton pickers was announced recently by John Deere, Moline, Ill.

In tests all over the Cotton Belt last season, the new John Deere 22 One-Row Mounted Cotton Picker and the 99 Two-Row Self-Propelled Picker showed exceptional ability to save more cotton, and to produce equal or better grades than hand labor, according to Deere officials.

Patents have been applied for on a trash-control system including screened suction doors. The system keeps suction away from the row, so that leaf and stem particles are not sucked up and embedded in the cotton. The result is better "turn-out" (percentage of lint baled per load of seed cotton) and higher-grading cotton.

Both the one- and two-row pickers are available in high- and low-drum versions. The drums turn in relation to ground speed, pushing columns of barbed, rotating spindles straight in to both sides of the rows and pulling them straight out again. The spindles are stripped of cotton by fluted rubber doffer wheels, and cleaned of sap and stain by rubber moistener pads before entering the picking zone again.

The newly designed spindles have a smooth, rounded tip for minimum damage to green bolls. The three rows of milled teeth are sharply undercut for good picking efficiency, and smoothly rounded on the back side for twist-free doffing.

The 22 Picker (shown at left in accompanying photograph) is a one-row machine which can be mounted on John Deere tractors by two men in about two hours, without major conversion of the tractor. For picking, the tractor operates in reverse at 2½ mph. Cot-

ton enters the picking unit without going through tunnels or under the tractor axle. Double-action hydraulic rams dump and return the basket, which holds 800 pounds of seed cotton. The operator has a comfortable seat and handy controls high "up front" over the row. For transporting, he returns to the tractor seat, disconnects the gear-shift linkage with one pin, and uses the regular tractor forward speeds. The 22 Low-Drum Picker mounts on John Deere "520", "620", "720", "50", "60", "70", including LP-gas types, and late "A" and "G" tractors. The 22 High-Drum Picker mounts on "620", "720", "60", and "70" tractors with independent pto.

The 99 Picker (shown at right in accompanying photo) is a two-row, self-propelled machine, ideal for those who pick as much as 300 bales a year.

The 99 Picker has a 75-hp, 6-cylinder engine; two picking speeds and two transport speeds to meet every condition; big 15 x 26-inch tires for good flotation in muddy fields; a basket holding 1600 pounds of seed cotton, with solid side-sections on the lid to keep

blown-out trash from falling back into the cotton; curved-blade fans that elevate the cotton with a minimum of seed cracking; and gear-driven picking units with individual hydraulic lift. The operator is positioned directly over one of the rows, on a roomy platform with safety railing and ladder. Double-action hydraulic rams dump and return the basket. Brakes are differential disk-type.

Case Offers Power Tilt Dozers on Small Crawlers

HYDRAULIC "Tilt-crown" dozers, first introduced on 80 and 100 HP TerraTrac industrial crawler tractors last year, are now available on low-cost 42 to 62 HP TerraTrac models, according to J. I. Case Co., Racine, Wis.

Designed especially for road crowning, ditching, digging out trees and brush, and maintaining level grades in rough terrain, the new blades can be tilted to either side while the tractor is in motion. To lower left corner of moldboard 11 inches from center, operator merely pushes a hydraulic lever located on the dash. Pulling lever reverses action. Power is furnished by a large hydraulic cylinder mounted on left push arm and attached to upper rear corner of blade. A telescoping steel cover protects cylinder from brush, rocks, etc. A special swivel bracket permits blade to tilt without twisting strains on the two hydraulic lift cylinders.

Hydraulic "Tilt-crown" blades are now standard on Model 500 and 600 dozers, and optional on the smaller Model 320.





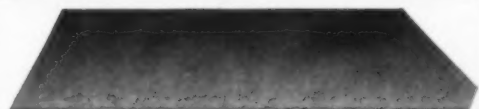
STAR

SERVICE SHARES

FULLY GUARANTEED AS TO QUALITY, FIT AND FINISH

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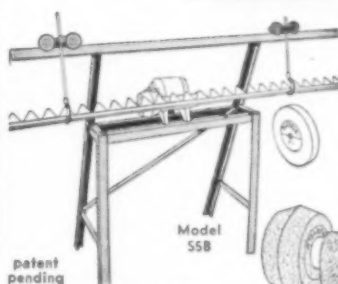
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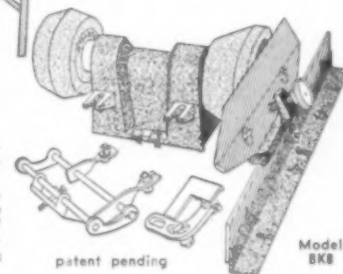
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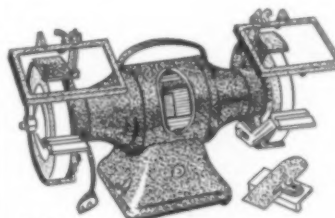
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Massey - Ferguson Industrial Division, 1009 South West St., Wichita, Kansas, presents its line of industrial equipment in a colorful brochure, complete with action photos and specifications. Included are the new Work Bull tractors 202, 1001, 303, and the Fork Lift, as well as Davis loaders, backhoes, etc. The Work Bull and Davis products are described as power-matched for profitable on-the-job production. For more information—

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Century Engineering Corp., Farm Equipment Division, Cedar Rapids, Iowa, presents its line of all purpose sprayers in its 1958 sprayer manual. The manual is designed to help the dealer promote Century equipment and also gives a great deal of general information about spraying. It contains detailed specifications and is fully illustrated, including numerous photos of the equipment in action. For more information—

Write in No. C2 on coupon below

Crescent Plastics, Inc., 955 Diamond

Ave., Evansville 7, Ind., offers a folder giving advantages, maximum depth recommendations, and detailed information for installing submersible pumps up through 1-hp and deep jet pumps with new semi-rigid Cresline-KL (Kralastic) pipe. For more information—

Write in No. C3 on coupon below

B. F. Goodrich Tire Co., Akron, Ohio, offers a 32-page product catalog that lists complete specifications and describes correct use and maintenance of agriculture tires for farm and industrial use. In addition to providing inflation and load data for all B. F. Goodrich agriculture tires, the catalog carries helpful articles on liquid weighting of tractor tires, the use of wheel weights, mounting and demounting, maintenance, the use of tractor tire solution equipment and valve and accessory equipment. For more information—

Write in No. C4 on coupon below

Allis-Chalmers Manufacturing Co., Tractor Group, Milwaukee 1, Wis., has

available the following literature: the TL-1884 which covers the new Post Hole Digger for use with A-C wheel tractors; the TL-1861 which describes the Farm Loader now available for A-C farm tractors. For more information—

Write in No. C5 on coupon below

The Ferguson Manufacturing Co., Suffolk, Va., introduces its new power-driven cultivator, the Tilrova-tor, as the answer to all crop cultivation. Dealers are offered a colorful 4-page brochure. For more information—

Write in No. C6 on coupon below

Flint & Walling Manufacturing Co., Inc., 379 Oak St., Kendallville, Ind., provides a catalog on its line of water systems. The company states that there are F & W models to meet all requirements exactly. For more information—

Write in No. C7 on coupon below

Clark Manufacturing Co., Ather-ton, Mo., has literature available on its sprayers, ammonia applicators, and

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Dempster Mill Manufacturing Co., Beatrice, Neb., offers dealers an 8-page detailed Plantall Catalog. The Plantall is an adaptable tool for planting any type of row crop, with fertilizing attachments also available. For more information—
Write in No. C9 on coupon, Pg. 114

Joliet Wrought Washer Co., Joliet, Ill., gives complete details about steel and non-ferrous flat washers of all kinds in an available catalog. For more information—
Write in No. C10 on coupon, Pg. 114

Century Engineering Corp., Cedar Rapids, Iowa, offers a 5-point merchandising program to help the dealer in selling more sprayers. For more information—
Write in No. C11 on coupon, Pg. 114

Wright Power Saw & Tool Corp., 410 S. Third St., Louisville 2, Ky., offers a 16-page, illustrated booklet, "Easy Steps to Woodcutting with the Wright Rebel." The booklet describes the saw which features a reciprocating blade, and tells how it can be used, in addition to felling trees, for building a log cabin, rustic outdoor furniture, fences, etc. For more information—
Write in No. C12 on coupon, Pg. 114

Rapidayton Division, Tait Manufacturing Co., Dayton 1, Ohio, has available a 32-page, illustrated manual on the selection, installation, and maintenance of its submersible pumps. The manual covers both two- and three-wire submersible systems, and also includes a detailed check chart of "trouble shooting" information. For more information—
Write in No. C13 on coupon, Pg. 114

Chicago Rawhide, Service Sales Division, Elgin, Ill., offers a folder which tells all about special fleet and service shop stocking cabinets and the special bonus Oil Seal Kit. For more information—
Write in No. C14 on coupon, Pg. 114

Crown Dairy Supply Co., 323 W. College Ave., Waukesha, Wis., is offering a 12-page booklet entitled "How to Get the Most Service from Your Crown Milking Machine Inflation." The booklet deals with the various types of milking machine rubber — natural rubber, synthetic, or a combination of both. The primary causes of inflation deterioration are listed and discussed in detail. Also discussed is a new type of inflation remover developed by the company. For more information—
Write in No. C15 on coupon, Pg. 114

Mid-West Forging & Manufacturing Co., 38 S. Dearborn St., Chicago 3, Ill., offers folder on its products

which include spike harrow teeth, spring harrow and cultivator teeth, rotary tiller tines, rotary cutter blades, etc. For more information—
Write in No. C16 on coupon, Pg. 114

Henke Manufacturing Co., Columbus, Neb., has literature available covering its Columbus heavy duty roller mills. The line consists of three models: trailer, truck mounted, and stationary; four capacities: 300, 600, 900, and 1200 bu. For more information—
Write in No. C17 on coupon, Pg. 114

Universal Pulleys Co., 349 N. Mosley, Wichita, Kansas, features the Transmix utility mixer in a folder which gives complete information on its numerous uses, such as mixing feed, silage, cement, and hauling dirt. For more information—
Write in No. C18 on coupon, Pg. 114

Peerless Equipment Co., Joplin, Mo., gives complete information in an illustrated folder on all portable-stationary models and sizes of all-purpose and small grain Roller Mills. For more information—
Write in No. C19 on coupon, Pg. 114

Iowa Fibre Products, Des Moines, Iowa, has available a catalog sheet featuring the following L-S cushions: the L.S. 200, all shredded foam rubber with plastic covered cloth; the L.S. Super 600, solid foam rubber with plastic cover; and T-1 400, all shredded foam rubber covered with canvas. Also, replacement cushions which include the JD-100, fits A, B, G, GM, 50, 60; JD-200, fits M, MT, 40; Knoedler No. 300 replacement cushions. For more information—
Write in No. C20 on coupon, Pg. 114

G. H. Meiser & Co., P. O. Box 400, Blue Island, Ill., has available catalog and discount sheets on its Enginair Tire Pump which is designed to fit any gasoline engine built since 1930, comes equipped with four different spark plug thread sizes. Pump and gauge come complete with 16 ft. of hose. For more information—
Write in No. C21 on coupon, Pg. 114

Wisconsin Motor Corp., Milwaukee 46, Wis., offers bulletin S-223 which describes all models of its powered equipment. For more information—
Write in No. C22 on coupon, Pg. 114

Claffey Machine & Manufacturing Co., Groveport, Ohio, has literature available on its power wagon unloaders which are available in canvas-apron or false end-gate models. Either model fits all farm wagons. The portable power unit may be purchased separately; all makes of hand unloaders can be converted to this unit. For more information—
Write in No. C23 on coupon, Pg. 114

Tractor Group, Allis - Chalmers Manufacturing Co., Milwaukee, Wis.,

describes the B-125 power unit in an 8-page, 2-color catalog MS-1247. The catalog gives specifications and lists special equipment available to expand the versatility and use of the engine. For more information—
Write in No. C24 on coupon, Pg. 114

Cole-Herssee, 20 Old Colony Ave., Boston 27, Mass., presents its electrical products in a comprehensive catalog, D-176. The switches, connectors, and other electrical units for farm equipment are designed to stand up under the most severe working conditions and meet all F.E.I. requirements and specifications, according to the company. For more information—
Write in No. C25 on coupon, Pg. 114

Henry Manufacturing Co., P. O. Box 521, Topeka, Kansas, offers a three-color folder picturing and describing in detail its new complete line of loaders, tractor shovels, and backhoes. Information on other equipment manufactured by the company is presented also. The folder is punched to fit a standard 3-hole loose-leaf binder. For more information—
Write in No. C26 on coupon, Pg. 114

Brower Manufacturing Co., 394 N. 3rd St., Quincy, Ill., has a catalog available on its lines of feed mixers and mills and poultry supplies. For more information—
Write in No. C27 on coupon, Pg. 114

Larson Machine Co., Princeville, Ill., covers its line of farm sprayers, fertilizer applicators, and other equipment in a catalog offered to the trade. For more information—
Write in No. C28 on coupon, Pg. 114

Gehl Bros. Manufacturing Co., West Bend, Wis., has literature available on its two pieces of optional equipment — the conveyor extension and the reversible apron — designed for addition to the Gehl self-unloading pto forage box. For more information—
Write in No. C29 on coupon, Pg. 114

Ray Cunningham & Sons, Inc., 501 Gillette St., La Crosse 25, Wis., will supply full color folders and complete information on selling the Cunningham Hay Conditioner. For more information—
Write in No. C30 on coupon, Pg. 114

Commercial Credit Equipment Corp., 1300 N. Woodward Ave., Birmingham, Mich., offers a brochure on using credit as a sales tool. The company provides sales-building credit plans for farm equipment dealers regardless of the line the individual dealer handles. For more information—
Write in No. C31 on coupon, Pg. 114

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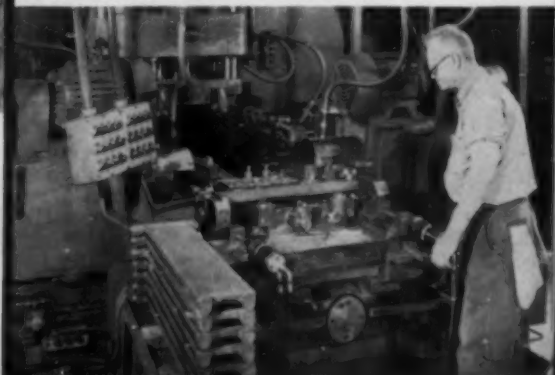
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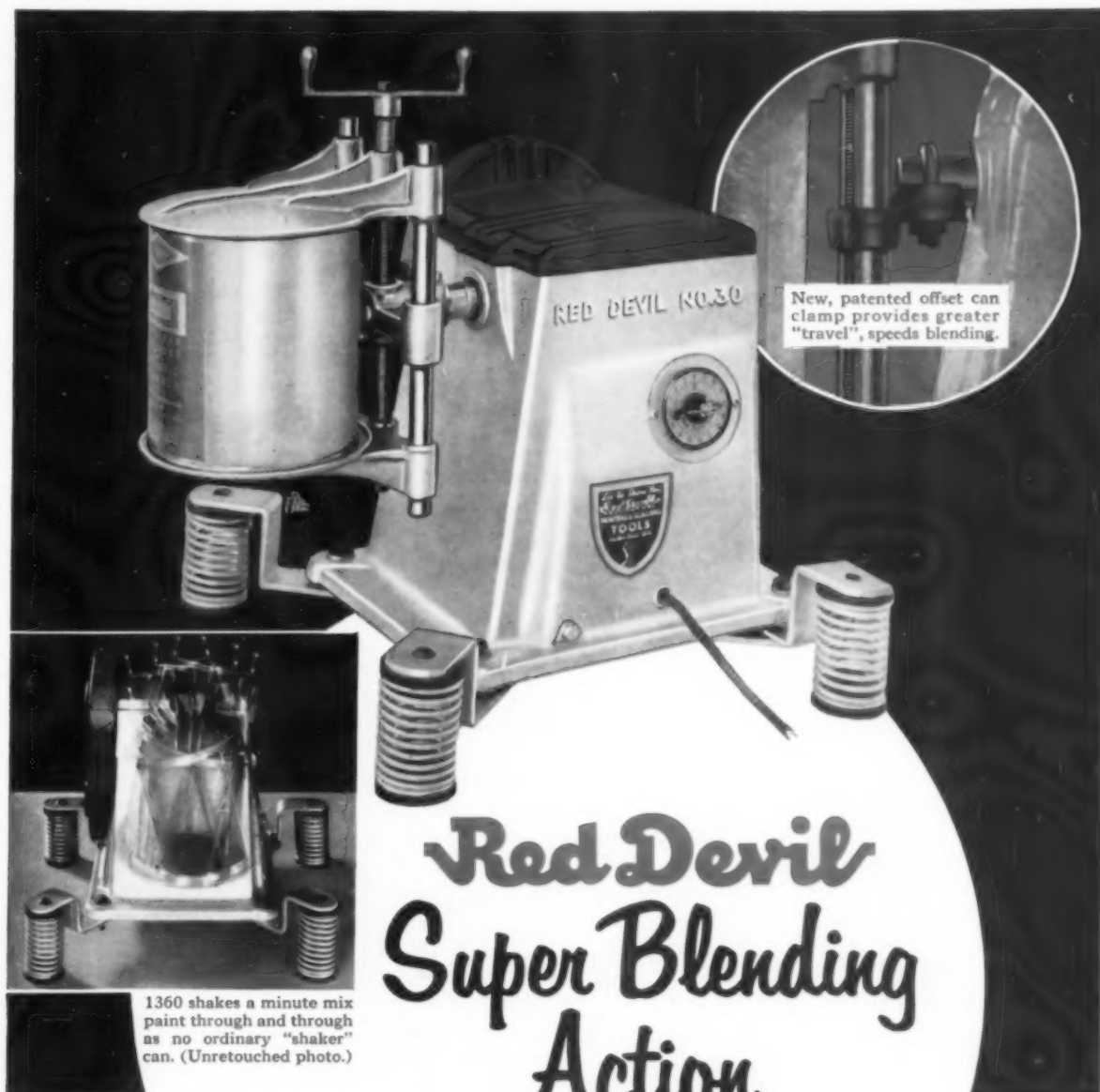
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